



UNIVERSITY OF GOTHENBURG  
SCHOOL OF BUSINESS, ECONOMICS AND LAW

# Gothenburg from a Resident Perspective

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A Study of Five Neighbourhoods



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## Table of Contents

1	Introduction .....	1
1.1	Background and Purpose .....	1
1.2	Research Questions .....	3
1.3	Limitations .....	4
2	Theoretical Framework .....	5
2.1	Place Branding .....	5
2.2	The Role of Residents in Place Branding .....	5
2.3	Components of a Place Brand .....	7
2.4	Summary of Framework .....	9
3	Method .....	11
3.1	Scientific Approach .....	11
3.2	Research Approach .....	12
3.3	Data Collection .....	12
3.4	Survey Design .....	15
3.5	Validity and Reliability .....	16
4	Empirical Data and Analysis .....	18
4.1	Linné .....	18
4.1.1	Analysis, Linné .....	22
4.2	Innerstan .....	24
4.2.1	Analysis, Innerstan .....	28
4.3	Haga .....	29
4.3.1	Analysis, Haga .....	33
4.4	Nordstan .....	34
4.4.1	Analysis, Nordstan .....	37
4.5	Avenyn .....	39
4.5.1	Analysis, Avenyn .....	43
5	Conclusion .....	44
5.1	Further Research .....	45
	List of References .....	46
	Appendix .....	48

## Table of Figures

Figure 4.1 To be in Linné makes me feel.....	18
Figure 4.2 I think Linné is.....	19
Figure 4.3 The environment and atmosphere in Linné feels.....	19
Figure 4.4 When I think of the residents in Linné, I think of.....	20
Figure 4.5 When I think of the typical visitor in Linné, I think of.....	20
Figure 4.6 I associate Linné with.....	21
Figure 4.7 I associate the shopping in Linné with.....	21
Figure 4.8 I would summarize Linné with the word.....	22
Figure 4.9 To be in Innerstan makes me feel... ..	24
Figure 4.10 I think Innerstan is.....	24
Figure 4.11 The environment and atmosphere in Innerstan feels... ..	25
Figure 4.12 When I think of the residents in Innerstan, I think of.....	25
Figure 4.13 When I think of the typical visitor in Innerstan, I think of.....	26
Figure 4.14 I associate Innerstan with.....	26
Figure 4.15 I associate the shopping in Innerstan with.....	27
Figure 4.16 I would summarize Innerstan with the word.....	27
Figure 4.17 To be in Haga makes me feel.....	29
Figure 4.18 I think Haga is.....	29
Figure 4.19 The environment and atmosphere in Haga feels... ..	30
Figure 4.20 When I think of the typical resident in Haga, I think of.....	30
Figure 4.21 When I think of the typical visitor in Haga, I think of... ..	31
Figure 4.22 I associate Haga with.....	31
Figure 4.23 I associate the shopping in Haga with... ..	32
Figure 4.24 I would summarize Haga with the word... ..	32
Figure 4.25 To be in Norstan makes me feel... ..	34
Figure 4.26 I think Nordstan is.....	34
Figure 4.27 The environment and atmosphere in Nordstan feels... ..	35
Figure 4.28 When I think of the typical visitor in Nordstan, I think of... ..	35
Figure 4.29 I associate Nordstan with.....	36
Figure 4.30 I associate the shopping in Nordstan with... ..	36
Figure 4.31 I would summarize Nordstan with the word... ..	37
Figure 4.32 To be on Avenyn makes me feel.....	39
Figure 4.33 I think Avenyn is.....	39
Figure 4.34 The environment and atmosphere on Avenyn feels.....	40
Figure 4.35 When I think of the typical resident on Avenyn, I think of... ..	40
Figure 4.36 When I think of the typical visitor on Avenyn I think of.....	41
Figure 4.37 I associate Avenyn with... ..	41
Figure 4.38 I associate the shopping on Avenyn with.....	42
Figure 4.39 I would summarize Avenyn with the word... ..	42

## **Abstract**

### **Background and purpose**

Göteborg & Co is an organisation aiming to develop strategies and brand the city of Gothenburg and this paper has been written on behalf of one of the organizations' development projects. The academic field of place marketing has concluded that residents play an important role in the branding processes of a city. However there seems to be a lack of research targeted at including the resident perspective.

The purpose of this paper is to investigate the perceptions of Gothenburg residents regarding shopping in five different neighbourhoods and their overall perceptions of the neighbourhoods in order to construct core brands for each of the five areas.

### **Method**

Using theories on the concept of place branding and on the importance of residents in place branding process as a stepping stone, data on the residents' perceptions was collected using a multiple choice survey based on place brand component theories. The answer alternatives were directly derived from a comprehensive model listing three levels of core brand components capturing functional, symbolic and experiential attributes. The data was analyzed by examining how frequently chosen the different answer alternatives were and the model was used to construct core brands and evaluate the shopping from the resident perspective.

### **Conclusions**

The findings imply that some of the neighbourhoods have distinct profiles as shopping areas and that the perceptions on the shopping itself differs between areas. Furthermore the results show that it is indeed possible to construct distinct core brands for most of the neighbourhoods. However two of them seem to suffer from a core brand that is made up by negative associations among the residents.



# 1 Introduction

*This section explains the background and develops the problem. Thereafter the purpose of the study is presented followed by the research questions and necessary limitations.*

## 1.1 Background and Purpose

Göteborg & Co is an organization serving as a platform for cooperation between private and public stakeholders. The main goal of the organisation is to develop and market Gothenburg as a tourist, meeting and event destination. There are many on-going projects within the organisation, for instance Göteborg 2021 with the goal to develop a plan for the celebration of the city's 400-year anniversary. Another project is Sustainable Gothenburg with the aim to attract conventions and events promoting sustainability and minimizing environmental impact. Gothenburg City Shopping is a project involving property owners, trade organizations, dealers, retailers, Swedish Trade and the University of Gothenburg. (Göteborg & Co, 2010)

The main goal of the project is to develop and promote Gothenburg as a shopping destination by serving as a forum for collaboration between the many stakeholders and to gather information in order to develop action plans and ultimately brand Gothenburg as a shopping destination. This project initially runs for three years. The importance of branding a place or destination is undeniable. Rainisto and Moilanen (2009) list a number of findings by previous research concluding that the benefits of a place brand are more or less similar to those of a product brand. The main points are that:

- A brand helps the place differentiate from competing places.
- A brand creates emotional benefits for the customer.
- A brand facilitates the consumers' decision-making process.
- A brand gives long term strategic advantage

Three studies have already been undertaken at Handelshögskolan on behalf of the project. These studies have focused on the motives behind shopping tourism, visitor's perception of Gothenburg as a shopping destination and how consumers perceive the

different neighbourhoods from a shopping point of view. All these previous studies have focused on the consumers' or shoppers' perspective on the shopping in Gothenburg and Gothenburg as a shopping destination. However, place marketing and place branding are complex processes involving large and varying groups that can influence the outcome. Therefore place branding poses difficulties regarding control. Because of the complexity and the many stakeholders and influencers involved, sometimes the communicated image of the place can be shattered. (Rainisto & Moilanen, 2009)

Residents are one of the many involved parties. Braun, Kavaratzis & Zenker (2013) as well as Kavaratzis (2009) conclude that it is important to take into consideration the role of residents in place marketing and branding for several reasons. These include residents' role as brand ambassadors for a place, their power to approve or disapprove branding campaigns as well as their influence on the place experience of non-residents.

This study will focus on the citizens of Gothenburg and their view of their own neighborhoods. The study will use the definitions of the neighborhoods set by the stakeholders in Göteborg & Co which are; Avenyn, Nordstan, Haga, Innerstaden and Linné. The authors wish to provide Göteborg & Co with useful insights on how the residents perceive the neighbourhoods from a shopping point of view and how the residents perceive the neighbourhoods from a brand perspective. Hence, the purpose of this study is to examine the residents' perceptions of five Gothenburg neighborhoods from a brand point of view and their view on the shopping in these neighborhoods. Using the residents' perceptions the authors will extract information to construct place brand identities for each of the five neighbourhoods.



## 1.2 Research Questions

The research questions are based on the theories presented in the theoretical framework. In short these theories argue that residents are strong place brand communicators, and that it is possible to create brand identities for places. Moreover the framework conclude that since the residents are strong place brand ambassadors it is important for place brand managers to investigate their perceptions.

### **What is the view on the shopping in the neighbourhoods from a resident point of view?**

As previously mentioned, earlier studies have mainly focused on the visitors perspective of the different neighbourhoods. The authors of this paper wish to research this question from another point of view to provide a deeper understanding. Hopefully, by including the residents and their roll as citizens of the city, the authors will be able to provide a broader and deeper understanding of the image of the shopping.

### **What brand identities can be created for the different neighbourhoods?**

In addition the authors of this paper wish to construct brand identities for each neighbourhood by examining the residents overall impressions of the neighbourhoods. Looking into how they perceive tangible and non-tangible attributes the aim is to be able to present a comprehensive brand identity for each area.

### 1.3 Limitations

Firstly there is a need for geographical definitions. Conveniently Göteborg & Co already has a clear definition of the districts concerned in this research. As already mentioned, they are: Linné, Haga, Innerstan, Nordstan and Avenyn. Secondly there is a need to specify the term resident. According to the Merriam-Webster Online Dictionary the definition of resident is: A, living in a place for some length of time or B, working regularly at a particular place. Both these definitions describe people who are able to influence the branding of a place in many ways. Nonetheless, this poses some methodological difficulties as to determining whether someone is a resident of the above-mentioned geographical areas. One way of determining someone's residency is by using postal codes. However, a person living within for instance the Haga postal code might have very strong opinions regarding Innerstaden. Using postal codes would heavily limit the results of this paper since only residents of a certain area would be able to express their opinions on the area. A rather intuitive way of bypassing this methodological difficulty is to let the people participating in the study determine on their own whether they are residents or not by simply asking them if they consider themselves to be Gothenburgers. If the answer is yes they may partake in the study. Someone who lives in for instance Mölnlycke or any other close municipality may very well consider him or herself a Gothenburger and if that is the case, will likely have an opinion or view on for example the district of Linné. This approach is based on the psychological affiliation that people may have towards a certain place, rather than the physical residency of people..

## 2 Theoretical Framework

*In this section relevant theories on place branding and the role of residents in place branding are presented and evaluated. Thereafter a model of place brand components is explained and discussed. Lastly the authors summarize the theoretical framework in order to present a comprehensive overlook.*

### 2.1 Place Branding

First of all there is a need for a definition of the concept place branding. Braun, Kavaratzis & Zenker (2010) conclude that an extensive amount of place branding literature and theories are based on lessons learned from corporate or product branding. For instance, Kavaratzis (2009) tries to develop a comprehensive theoretical framework for place branding by examining differences and similarities between corporate branding and place branding and drawing conclusions from these. Thereafter a literature analysis on the field of place branding is used to identify eight components of an integrated approach to place branding. However the definition is quite vague and the only conclusion the authors of this paper find useful is the argument that residents and their opinions are important for place branding. A much clearer definition is offered by Kaplan, Yurt, Guneri & Kurtulus (2010) whom write that: *"...place branding today refers to the practice of applying appropriate marketing strategies in order to differentiate cities, regions and countries from the competition, with regard to economic, social, political and cultural aspects."* (pp. 1289) This definition allows for a broad and deep analysis of the topic since it contains elements of political power, economic factors, social circumstances as well as it highlights the importance of cultural aspects.

### 2.2 The role of residents in Place Branding

Braun *et al.* (2013) conclude that residents are an important and sometimes overseen component in the theoretical field of place branding and place marketing. The authors state three main reasons for their importance.

The first reason is quite obvious according to the authors; the residents' interaction with each other and visitors form the social environment or surrounding of a certain place. They claim that the social milieu is just as important as the physical setting and

that both these factors contribute to how visitors as well as residents perceive a place. Moreover people are a crucial part in the place branding process since visitors use the experiences and encounters they have had with locals in the evaluation of the place itself.

The second role residents' play in place branding is as ambassadors for the brand and this is often expressed by word-of-mouth communication. Residents basically communicate with visitors and that is also part of how the brand is expressed. This type of communication of the brand, according to Braun *et al.* (2013), has an advantage over conventional brand campaigns and advertising directed to external recipients as the opinions of residents are considered more authentic and trustworthy. The authors present findings of other research that shows that by involving residents in the city branding, the residents will feel responsibility for the reputation of the city and put more effort into presenting a good image of the place.

Thirdly residents have the power to support or undermine the branding of a place. In order to successfully implement a place branding strategy the residents' support is needed. This power stems from the fact that the residents of a city usually choose their own local government and in some instances have influence on certain place branding decisions. If such decisions are implemented without the approval of residents so called counter-branding campaigns can be started at grass-root level. These campaigns have the power to undermine branding campaigns.

In conclusion the article explains why and how residents are important for city branding and finally argues that city branding has to have a participation oriented approach. Braun *et al.* (2013) suggest, based upon earlier research that ethnographic investigations can be used in order to achieve participation but also less complex, survey-style approaches can be used successfully.

Most research in the field seems to focus on branding of whole cities or destinations. However, branding of neighbourhoods or distinct urban areas is a very common practice that can be used to alter the image of a specific area or the city brand as a whole (Bennet & Savani 2003). The authors give examples of several such efforts undertaken by local governments in different countries.

### 2.3 Components of a Place Brand

So far the literature review has shown that the role of residents in place branding is a topic of research that is quite new but considered important for the practical work on managing city branding. Regarding the actual components of a city or district brand itself the body of literature is a bit more limited. Ritchie & Ritchie (1998) catches the complexity of a place product in arguing that it is a series of services combined with the tangible features of the place. However, they fail to capture for instance symbolic attributes and overlook the role of residents.

Kaplan *et al.* (2010) use a factor analysis model to extract brand personality traits for cities. However, the six traits they find are rather general in character and lack sub-characteristics. Therefore the usefulness of their framework is rather limited for this research.

A more comprehensive view on brand personality in place branding is presented by Hankinson (2003). The author identifies a view that emphasizes the brand core and is very similar to the basic and generally accepted models of product brand identity. The core contains the brand identity and is built up by three elements: Functional Attributes, which are tangible and visible for the eye, Symbolic Attributes, which are intangible and Experiential attributes, which describe how the place makes people feel.

Examples of Functional attributes could be, buildings, architecture, the type of businesses that are based in the area, museums and other types of leisure activities offered such as shopping. Symbolic attributes can be the traits of people that live in or visit the area, for instance their age, their socioeconomic or cultural belongingness. The framework presented by Hankinson is rather extensive and includes more components than the brand identity. However, for this study the core brand identity is of most interest. Hankinson argues that the core brand has to be carefully defined and firmly rooted in order to achieve effective branding of a place. The reason for this is that the core brand serves as a blueprint for branding a place and for communicating this brand to both internal stakeholders as well as external recipients such as potential visitors. Without an explicit core brand the communicated image might be vague and

even contradictory and this argument is also supported by Rainisto and Moilanen (2009).

**Table 2.1 Core Brand Components, Source: Hankinson (2003)**

### **Core Brand Components**

#### Potential functional attributes

- Museums, art galleries, theatres and concert halls
- Leisure and sports activities and facilities
- Conference and exhibition facilities
- Public spaces
- Hotels, restaurants, night clubs and entertainment
- Transport infrastructure and access

#### Potential symbolic attributes

- The character of the local residents
- The profile of typical visitors (eg age, income, interests and values)
- Descriptors of the quality of service provided by service contact personnel

#### Potential experiential attributes

- How the destination will make visitors feel (eg relaxed, excited or fascinated)
- Descriptors of the destination's feel (eg the city experience, vibrant or peaceful)
- The character of the built environment (eg historic, modern, green and spacious)
- Descriptors related to security and safety

## 2.4 Summary of Framework

Firstly the framework presents a definition of the concept place branding. The most useful definition is offered by Kaplan *et al.* (2010) whom in short explain that the practice refers to any application of marketing strategies in order to differentiate places from the competition.

Moreover, the research by Braun *et al.* (2013) shows that residents can have various and very important roles in the place marketing process. The factor that is most important for this paper is that the residents' approval of any such strategy is crucial. If the residents do not approve the image that is communicated, not only might they not function as good brand ambassadors, they might even actively resist the campaign and in worst case launch counter campaigns. Therefore the organizations involved in the creation of any place marketing efforts need to know the stance of the residents.

Furthermore the presented framework shows that there are comprehensive models for place brand component identification. Hankinson's model offers a very clear overview of place brand components on three levels. The functional attributes are comprised by buildings, activities, amenities and infrastructure in the area. The symbolic attributes, which are formed by how visitors perceive residents, and by how residents and visitors perceive each other. These two factors affect the experiential attributes of the place. This third component explains how the place makes people feel, but also explains how people feel about the place itself. Combined these three levels can give a clear overview of how places are perceived from any point of view and can be used to construct place brand identities.

Hankinson's model will function as the main platform for the research. However, the authors find some of the components in the model rather redundant. Since the purpose of this research is to study perceptions it is less important to look into some of the functional attributes. For instance what sporting activities are available in the area, if there are theatres and concert halls in the area and other tangible elements that are already known are not necessary to include in the research. Therefore the focus will be put on symbolic and experiential attributes, though some functional attributes will be included.





### 3 Method

*In this section methodological approaches are addressed and motivated in light of the purpose of this study. Thereafter the choices regarding data collection is thoroughly discussed and then the method of collecting the data and its design is explained and motivated. Lastly problems regarding robustness and trustworthiness of the study are addressed.*

#### 3.1 Scientific Approach

The scientific approach explains how the researcher views to real world in relation to science and the roll of science (Delanty 1997). The two main approaches, which are usually contrasted, are positivism and the hermeneutic view.

In the positivistic view the main assumption is that science and reality are separable. Science is merely a tool for observing reality and reality can be reduced to observable entities or phenomenon. Hence, positivism is based on what is observable. Another basic rule in positivism is that science is free from any values, the scientist has to remain objective to the subject and the research may not be influenced by any personal beliefs. (Delanty 1997)

Hermeneutics, on the contrary, view the real world as something constructed from social meaning and not as something objectively true that can be clinically observed by science. Instead hermeneutics could be explained as a school of interpretation. (Delanty 1997)

It is difficult to maintain a strictly positivistic view throughout a whole study and that is also one of the reasons why the view has been critiqued throughout the twentieth century according to Delanty. The authors of this study wish to be able to remain objective to the empirical data and not let their own beliefs and opinions affect the result. Therefore the authors aim to keep a positivistic approach. However, the analysis of the results will demand interpretation to some extent and therefore one could argue that the later stages of the study do require a hermeneutic approach.

### 3.2 Research approach

There are two main approaches to research, the deductive and inductive approaches. (Bryman 2012)

Put simply, the deductive approach starts with theory, which forms the hypothesis. The hypothesis then has to be translated into researchable concepts. However, the hypothesis should not always be interpreted in its strictest sense, it can sometimes be literature, general theories or common knowledge on a particular topic. (Bryman 2012) The hypothesis is then used to describe the empirical data. In short, a deductive approach means that theory is guiding research.

The opposite, an inductive approach, can be described as a research effort that results in theory. Empirical data is examined and the researcher draws conclusions from the data and these conclusions form new theories or add components to existing theories (Bryman 2012).

Since the purpose of this study is to use an existing theoretical framework to explain real life empirical data, the research approach can be classified as deductive.

### 3.3 Data Collection

The first choice to be made is whether to use a quantitative data collection method or a qualitative approach. According to Bryman (2012) there are some rather distinct differences between these two approaches.

A quantitative method is focused on gathering large quantities of data to support the testing of a theory with a deductive approach. On the contrary the qualitative method is more suited for finding support for a theory or creating new theories and focus is put on how something is described and the use of words in a particular context. Bryman states that the qualitative method is more in line with an inductive approach. However the two methods can also be combined which is becoming more and more popular.

The theoretical framework developed for this paper also offers some guidance on suitable methods. Braun *et al.* (2013) write that for instance ethnographic studies can be used to achieve resident participation in place branding processes. However, the

authors also recommend quantitative surveys as a suitable method for involving residents.

The purpose of this paper is to gather information on the perceptions of residents in order to present a comprehensive result, which will be analysed using an existing theoretical framework. This points towards the use of a quantitative method, enabling the collection of large quantities of data from many respondents. Moreover the components of Hankinson's model for place brand identity is well suited to break down and use for survey questions. There are also time constraints that heavily limit the ability to perform qualitative fieldwork.

The second choice to be made is whether one should use primarily raw data or secondary data. Raw data is data, which the authors have collected themselves (Christensen, 2001). In this case meaning the authors have constructed a questionnaire designed to help answering the research questions. This is the main advantage of using raw data. The disadvantage of using raw data is that it usually takes more time, which could result in a higher cost.

Secondary data is data, which are drawn from earlier studies with a different focus than the own study (Christensen, 2001) these studies can be reports, articles, literature and data from databases. The most obvious advantage of secondary data is that the collection has already been made. This means it is a time effective and cheap source. The biggest disadvantage of secondary data is its reliability and relevance. A earlier study might not show the present views of the respondents, but only the past.

This paper will mainly use raw data from a survey designed specifically for this case. Conducting a field study was the only option since no relevant surveys on this exact topic have been undertaken before. The secondary data used in this paper is based on journal articles, books, and research papers on place branding and the role of residents in place branding that was presented in the theoretical framework.

Since the definition of residents used for this paper is anyone who considers him or herself a Gothenburg resident, the data collection can be undertaken anywhere in the Gothenburg region. However, since there is a large flow of people in the central parts of the city, this is where the field work has been conducted. More specifically the data was collected on three different locations in the central parts of Gothenburg between 12.30 and 16.30. These places were Vasaplatsen, Avenyn and Handelshögskolan.

There were a total of 63 respondents answering the survey in mixed age and gender categories.

### 3.4 Survey Design

In designing the actual survey the authors have chosen to make use of a multiple-choice questionnaire where the respondents are allowed to choose a maximum of two alternatives. Another approach would be to use a Likert-scale grading system.

However, research shows that respondents tend to avoid extremes when answering a Likert-scale survey (Kothari 2004) Thus, the authors of this paper believe that the results from such a survey could turn out a bit vague and watered down. Instead, by presenting the respondents with a number of alternatives where they choose the two they find most appropriate, the result will not be affected by this tendency to avoid extremes. The questions are, as previously mentioned, based on the three levels of core brand components in Hankinson's model.

Before the actual data collection begun the questionnaire was pre-tested on a small sample of respondents. This, according to Shaughnessy, Zechmeister & Zechmeister (2012) is the most critical step in the development of a effective questionnaire. The pre-test was distributed to twenty respondents. The questionnaire was handed out without giving any instructions and while the respondents filled in the survey, the authors took notes on the most common questions that were raised. Afterwards the respondents were asked what they thought of the questions. One recurring comment was that the questionnaire was too long. The pre-test resulted in a revised questionnaire that was shortened.

The respondents were instructed to choose two alternatives on each question, with exception of one question on each neighbourhood where they were instructed to choose one. The authors were present nearby to answer any possible question regarding the questionnaire itself.

### 3.5 Validity and Reliability

The term validity can be described as how well the research actually answers what was intended to answer (Patel & Davidson 2003). Hence the research has to be grounded in the problem and the research questions. The authors of this paper argue that the results and the overall research method are in line with the problem statement, purpose and research questions.

Reliability, according to Jacobsen (2002) refers to the trustworthiness of the research. In other words the results should be more or less the same if the same research is repeated. The trustworthiness of this research can be questioned. By studying the filled in questionnaires the authors of this paper suspect that a few respondents have not put maximum effort in answering the survey or might have misunderstood some of the questions and alternatives. The reason for this is that some respondents choose conflicting variables. This can, as mentioned above, affect the trustworthiness.

Furthermore, as always when using quantitative survey methods and multiple choice surveys a possible problem regarding trustworthiness is the possibility that the respondents have different interpretations of the questions and answer alternatives than intended. However, the results seem to show clear tendencies and would most likely turn out similarly if the research was repeated at any other point.

As mentioned earlier, the survey was designed to force the respondents to choose two variables. This might, in some cases, have forced the respondents to choose alternatives they did not primarily associate with the neighborhood concerned.

Furthermore, there was a limited number of answer alternatives and therefore the survey does not cover all possible associations that the residents might have regarding the neighborhoods.

However, since the purpose of this paper is not to do a perfect statistic study, but to study tendencies and perceptions, the authors of this paper all in all consider the collected data valid and the answers reliable.

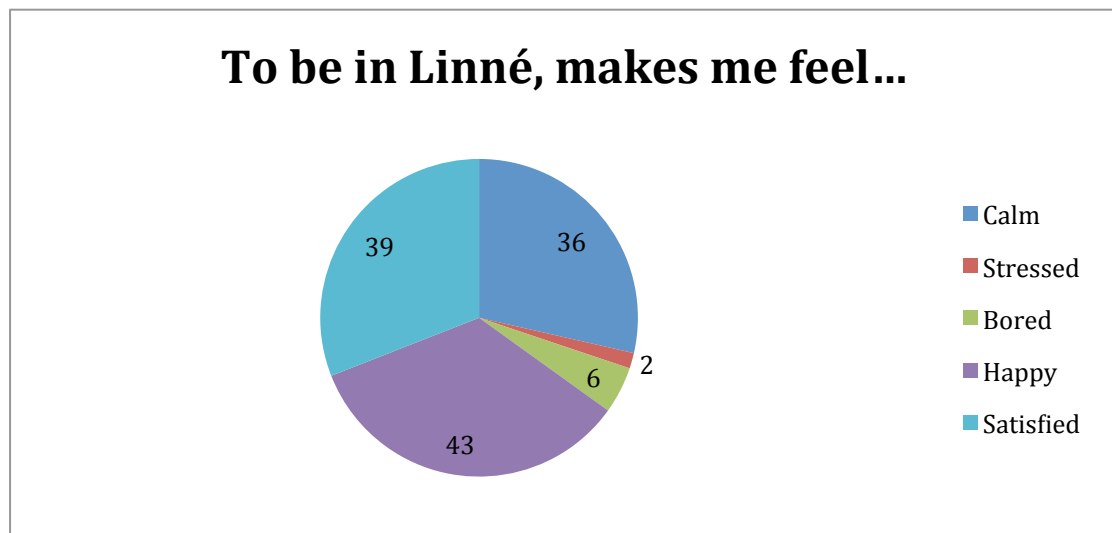


## 4 Empirical Data and Analysis

*In this section the data collection is presented and visualized with so called pie charts. For comprehensiveness the analysis is done in conjunction to the data presentation for each individual case.*

In order to present the data collection in a comprehensive way the results will be explained for each neighbourhood separately. Starting with Linné, thereafter Innerstaden, then Haga, Nordstan and lastly Kungsporsavenyn

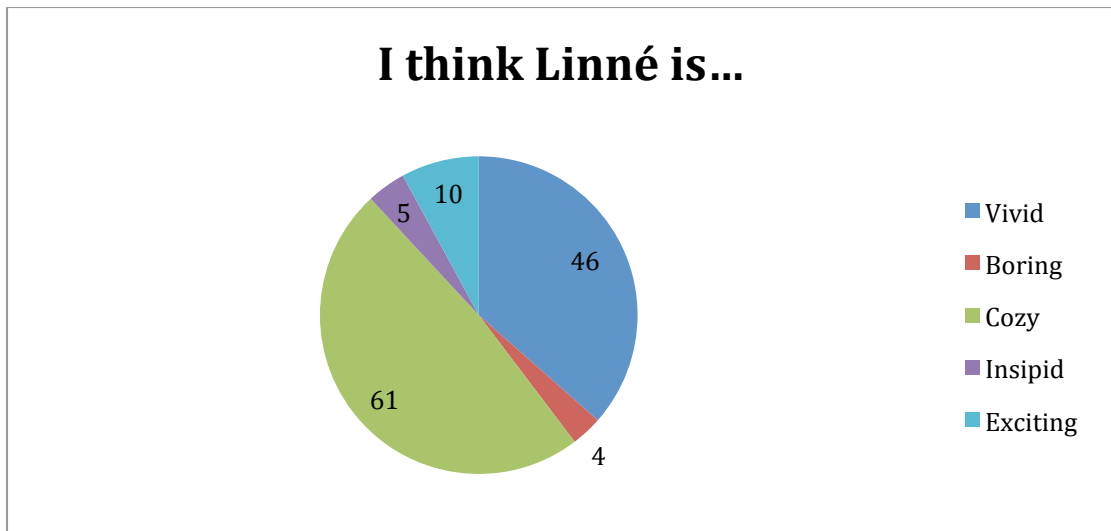
### 4.1 Linné



**Figure 4.1**To be in Linné makes me feel...

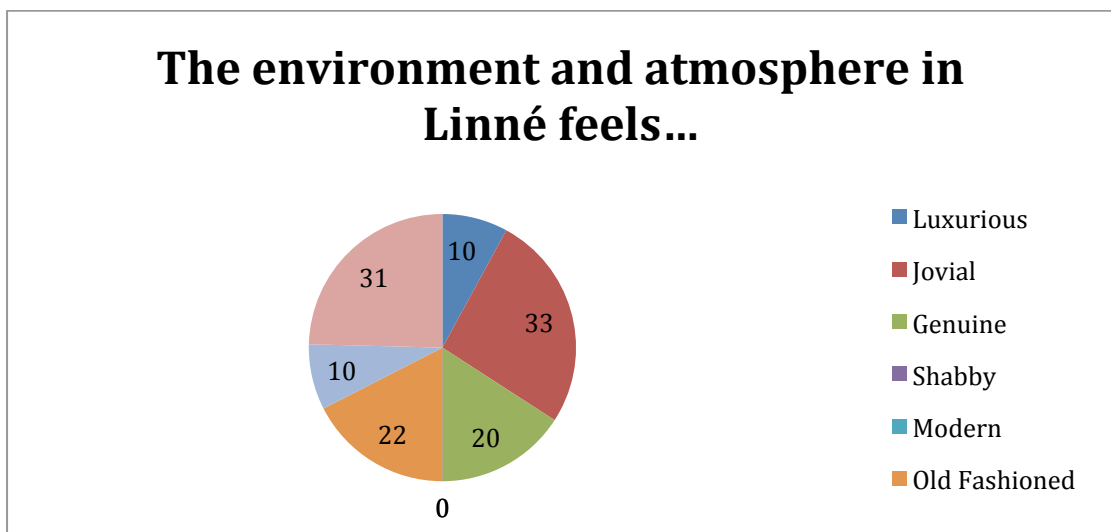
By looking at the pie chart it is evident that the vast majority of the respondents associate Linné with feeling calm, happy or satisfied. Only a handful of the respondents answered that feelings of boredom and stress were most appropriate to describe the mood when being in the Linné area.





**Figure 4.2 I think Linné is...**

The majority of the respondents have the opinion that Linné is a cozy area as well as a vivid and vibrant neighbourhood. However, very few found the neighbourhood particularly exciting. Nor did any large amount of respondents find Linné to be dull.



**Figure 4.3 The environment and atmosphere in Linné feels...**

The atmosphere and overall milieu of Linné was most commonly described as jovial, inviting and old fashioned. However the answers are a bit spread out. A rather large amount of residents consider the neighbourhood environment to be genuine. Only a few thought that luxurious and fresh are the best descriptors of the atmosphere.

### When I think of the residents in Linné, I think of...

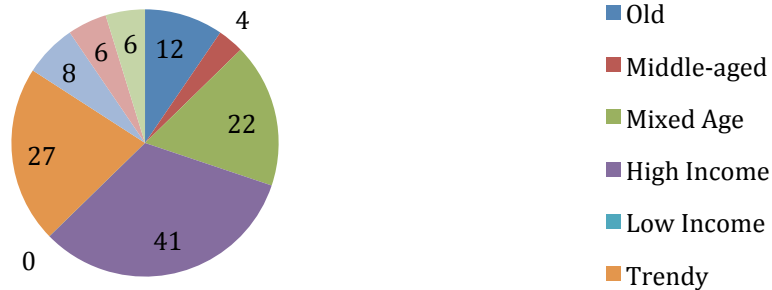


Figure 4.4 When I think of the residents in Linné, I think of...

When respondents were asked to state what they associated people living in Linné with, the most occurring trait was high income. High income was followed by the perception that the residents of the neighbourhood are trendy and a large portion of the respondents thought of Linné residents as being of mixed age. The fourth most common descriptor is elderly, a somewhat significant amount of respondents thought of people living in Linné as being older than middle-aged.

### When I think about the typical visitor in Linné, I think...

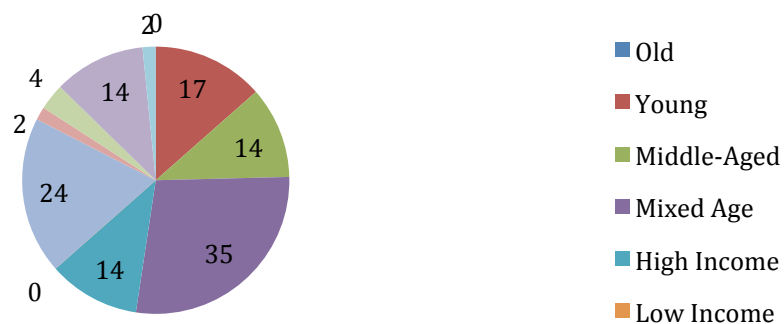
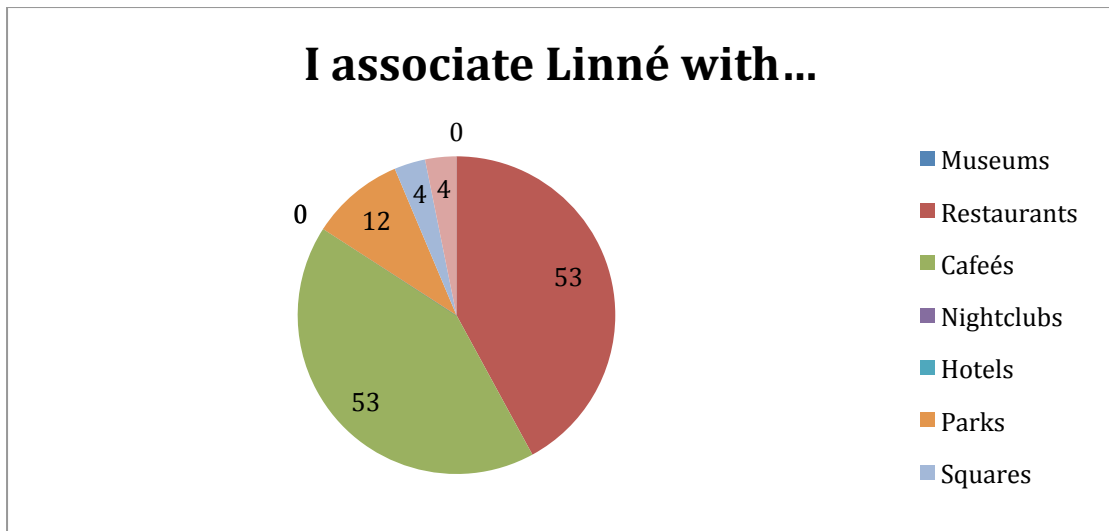


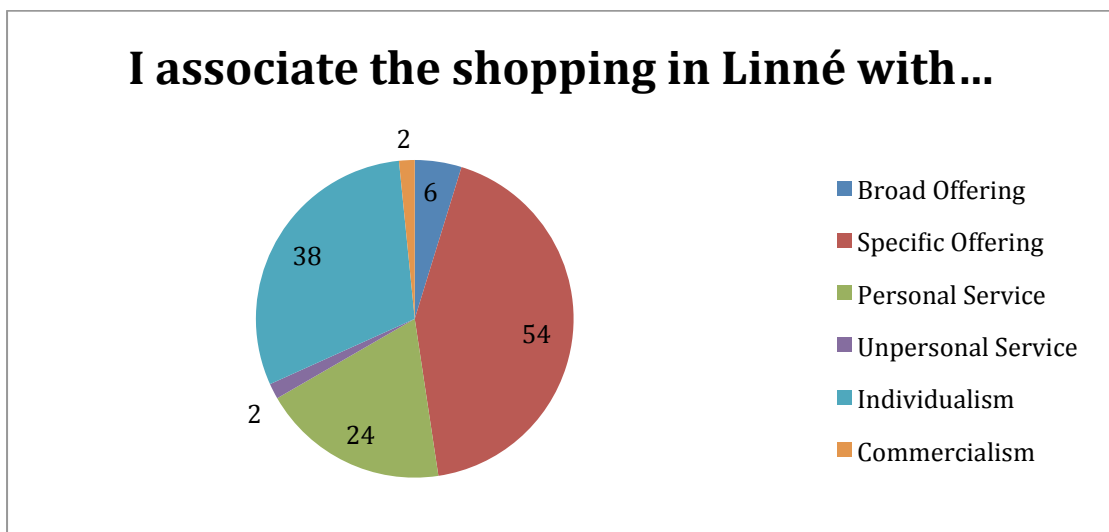
Figure 4.5 When I think of the typical visitor in Linné, I think of...

A strikingly large portion of the respondents thought that the visitors are of mixed age and that they are trendy. Many also believed that Linné is frequently visited by students.



**Figure 4.6 I associate Linné with...**

When asked about what amusements the respondents associated Linné with most answered Cafés and Restaurants. Only a few thought of shopping. However a somewhat significant amount associated Linné with parks.



**Figure 4.7 I associate the shopping in Linné with...**

A large portion associated the shopping with specialized offerings and individualism followed by personal service. Very few thought of Linné as a district of commercial shopping with broad supply.

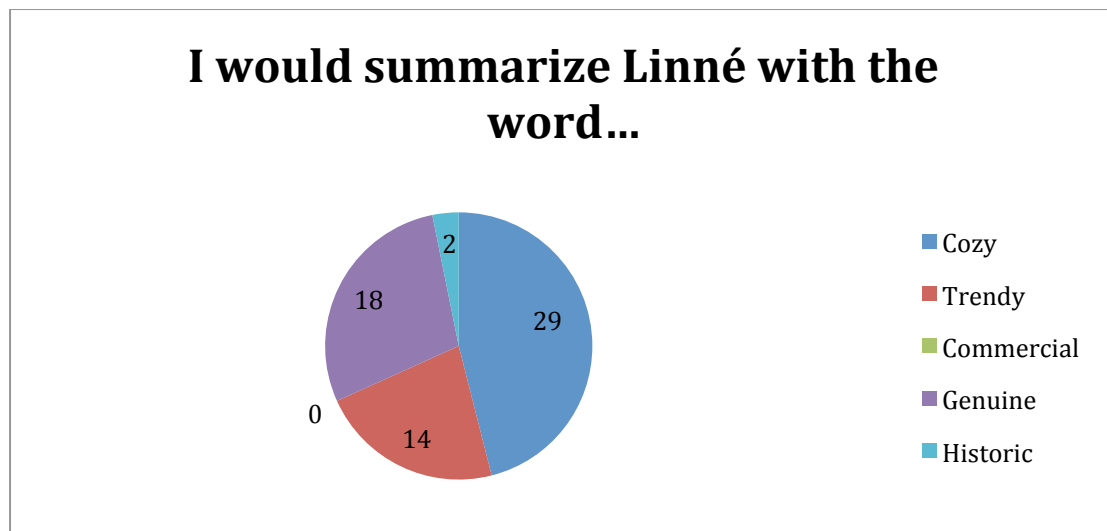


Figure 4.8 I would summarize Linné with the word...

Many respondents thought of cozy as a summarization of Linné followed by genuine and thereafter trendy. No one summarized the neighborhood as being commercial.

#### 4.1.1 Analysis, Linné

First of all it is important to look into how strongly associated Linné is with shopping. The frequencies show that very few primarily associate the neighbourhood with shopping. However the actual shopping supply in Linné seems to be evoking quite distinct associations among the Gothenburg residents and points towards an image of a clearly differentiated neighbourhood.

With specialized supply and individualism as the two leading associations the residents seem to perceive Linné as a source of rather specialized goods which they might not be able to find elsewhere. Worth pointing out is also that Linné is associated with personal service. Both these variables seem to be of collaborative nature and create an overall brand identity for the shopping.

As to creating a core brand personality for Linné the tendencies found in the data point towards a neighbourhood with a distinct identity that is homogeneously perceived by the Gothenburg residents. The ambiance of Linné is that of a calm, cozy and relaxed area that is balanced with vividness and a busy vibe which probably all together contribute to making people happy when they visit.

None of the respondents used negative words to describe the atmosphere of Linné, instead a wide array of words with positive connotations were used. Jovial being the

most frequent association closely followed by inviting and old fashioned, the residents' perceptions of Linné is positive. It is worth noting that a relatively large amount of residents perceived the atmosphere as genuine which means that they do not feel that it is forced or artificial.

The actual residents of Linné are perceived as being of all ages, wealthy and stylish. However, some of the respondents thought of them as older. Interestingly, the results for the typical visitors correspond to the image of the residents with mixed age and trendy as the most frequent descriptors.

As mentioned earlier Linné is not strongly associated with shopping. Instead the Gothenburgers view the neighbourhood as an area for dining, drinking coffee or just strolling around in close by parks.

In conclusion one could argue that Linné has a very strong core brand identity. The area can be summarized as a cozy, trendy, and relaxing neighbourhood with a lively, uplifting and unforced atmosphere where people go to enjoy food, drinks and coffee.

## 4.2 Innerstan

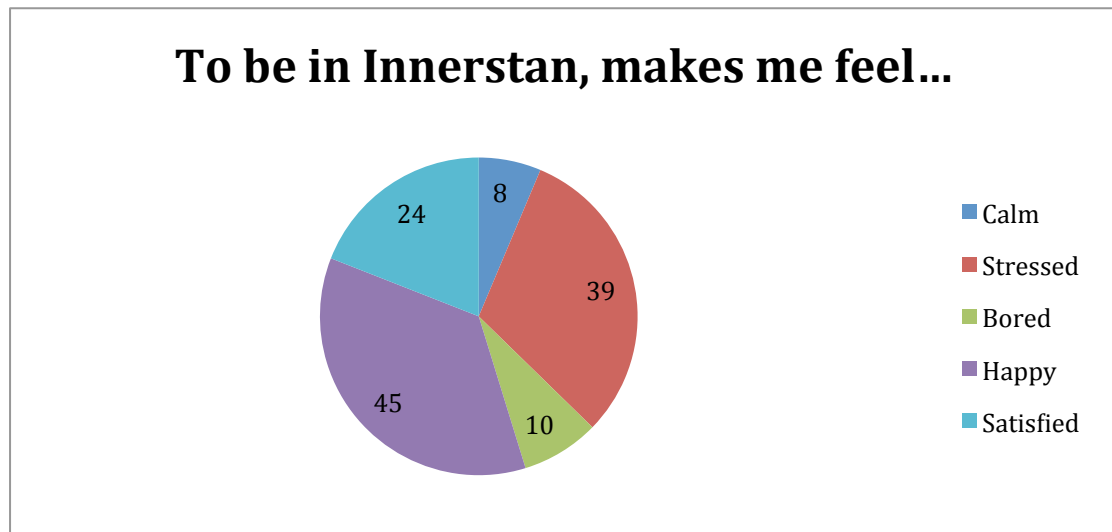


Figure 4.9 To be in Innerstan makes me feel...

By looking at the pie chart one can clearly see in that three feelings associated with being in Innerstan was dominant. These three feelings in declining order are happiness, stress and satisfaction. Only a few respondents associated Innerstan with a feeling of boredom and calmness.

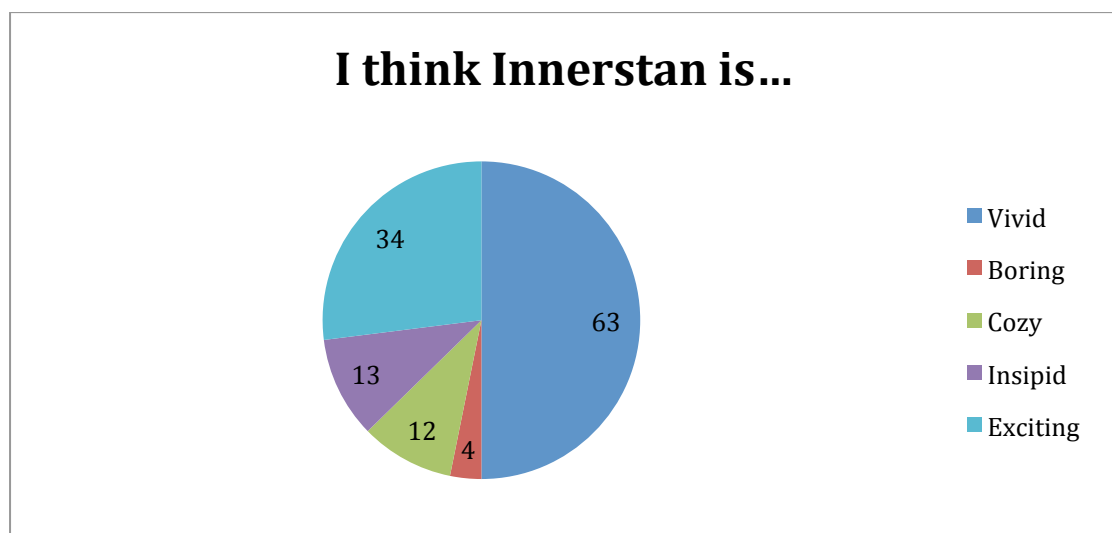


Figure 4.10 I think Innerstan is...

Many think of Innerstan as vivid, followed by the statement that it is exciting. Fewer respondent associated Innerstan with cosiness, boredom and insipidness.

### The environment and atmosphere in Innerstan feels...

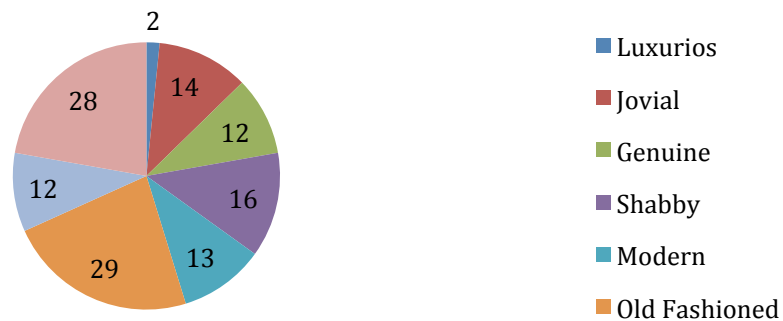


Figure 4.11 The environment and atmosphere in Innerstan feels...

Regarding the environment and atmosphere the Gothenburgers were a bit more shattered. The most frequent answers about the environment and atmosphere in Innerstan were old fashioned and inviting. The other variables was less frequent but still significant with the exception of the variable luxurious which only two respondents associated with Innerstan.

### When I think of the residents in Innerstan, I think of...

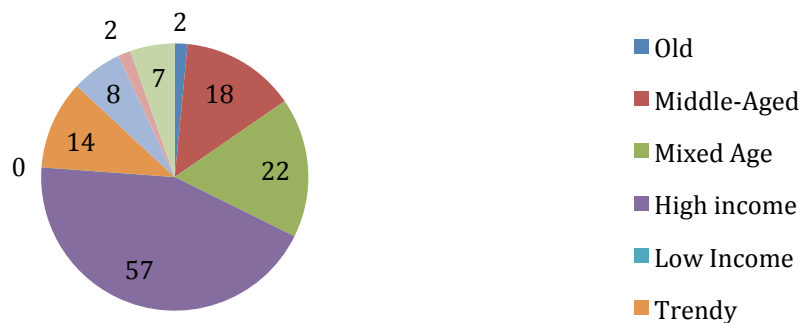


Figure 4.12 When I think of the residents in Innerstan, I think of...

Most of the respondent associated the residents of Innerstan with a high income. Some other less frequent but significant associations is mixed-age, middle age and trendy.

### When I think about the typical visitor in Innerstan, I think...

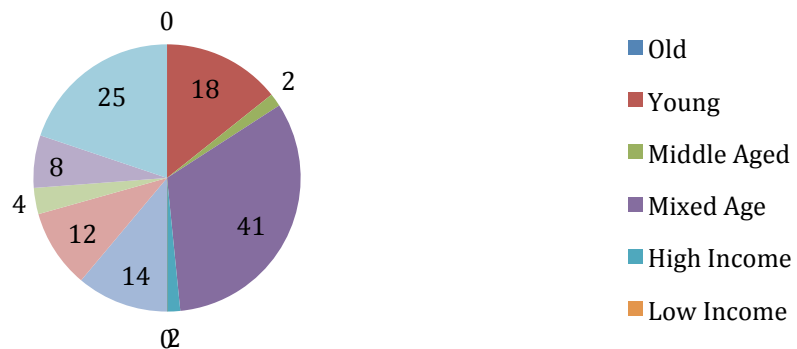


Figure 4.13 When I think of the typical visitor in Innerstan, I think of...

Regarding the views of the typical visitor in Innerstan the result is a bit shattered. The most common association is mixed-aged followed by high income. Apart from this no distinct associations of visitors can be found.

### I associate Innerstan with...

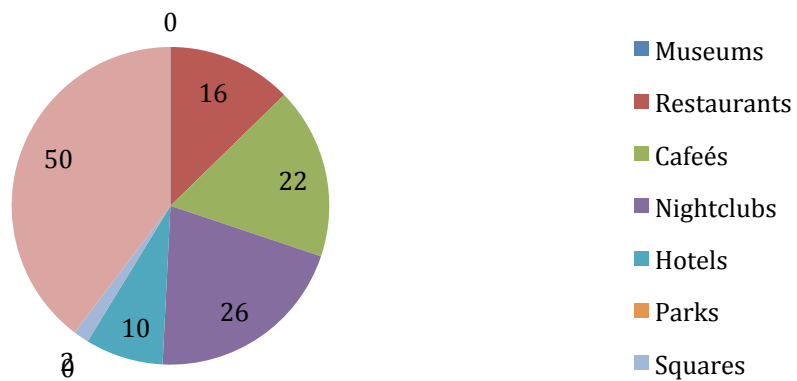


Figure 4.14 I associate Innerstan with...

The most common answer regarding what the Gothenburgers associated with Innerstan is shopping. Some other common associations are cafes and nightclubs.



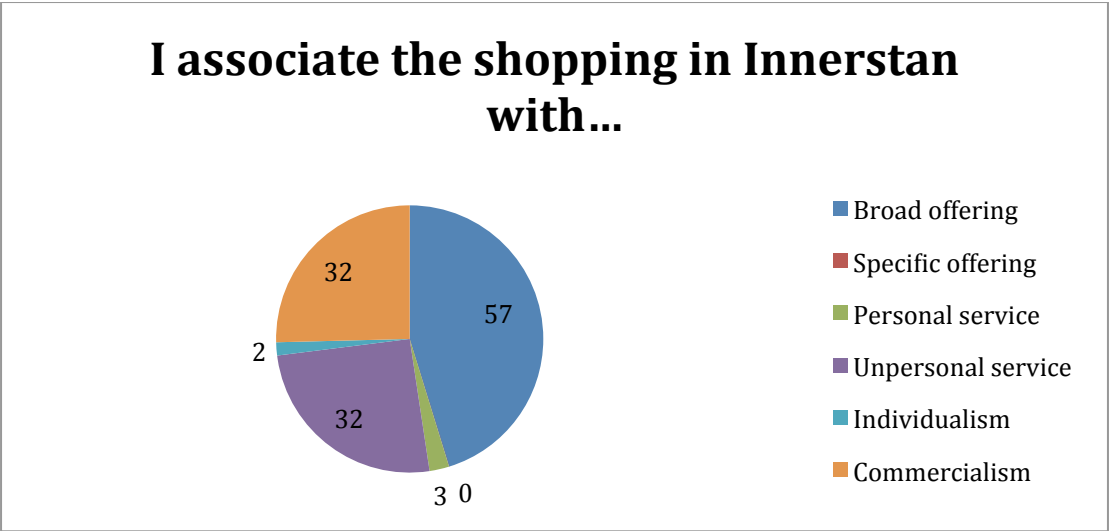


Figure 4.15 I associate the shopping in Innerstan with...

Many of the respondents associated the shopping of Innerstan with a broad offering. Two other significant associations were commercialism and non personal service. Only a handful associated the shopping of Innerstan with the other variables.

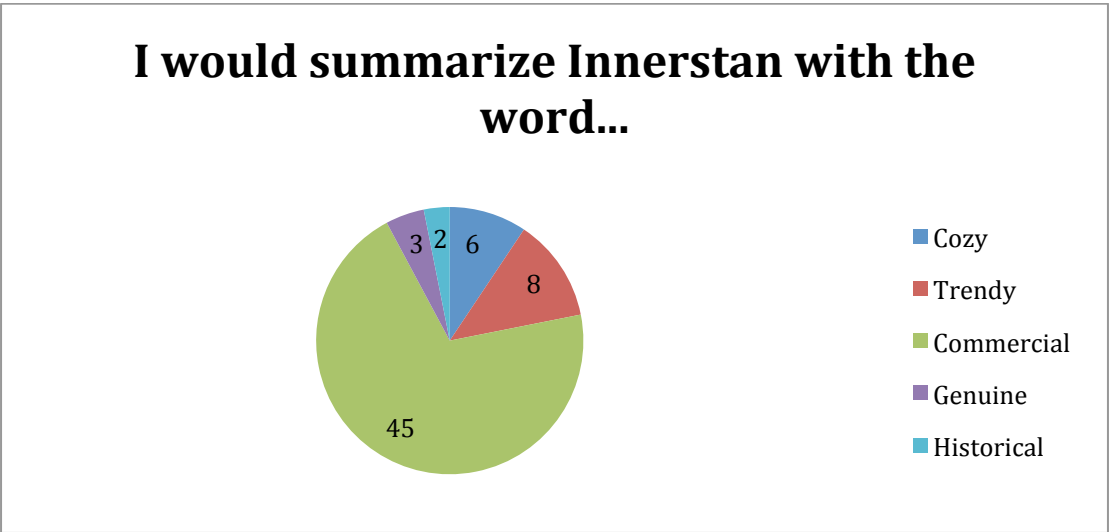


Figure 4.16 I would summarize Innerstan with the word...

When asked to summarize Innerstan with one word, most chose the word commercial. Only a few respondents chose other words. The second most common word to describe Innerstan was trendy.

#### 4.2.1 Analysis, Innerstan

The data suggests that Innerstan is strongly associated with shopping. Furthermore there seems to be a consensus among the Gothenburg residents regarding how they perceive the profile of the shopping supply. Many associate the shopping in Innerstan with broad supply of various goods and this is probably why an image of commercialism and non personal service emerges. Because of this one could argue that Innerstan has a clear profile in this regard.

Looking on the overall dominant answers regarding Innerstan a rather distinct image emerges. The most frequent variables were happiness, stress, satisfaction, vividness, excitement and commercialism. Regarding the environment and atmosphere the associations was a bit shattered. This could maybe be explained by the fact that Innerstan includes a rather large area with architecture from the beginning of the century to more modern 70's architecture. Another explanation could be that the geographical definition of Innerstan is a bit vague and people might have different opinions on how to define the area.

The question about the typical visitor might be insignificant to decide Innerstans core brand identity since basically everyone living or working in Gothenburg at some point of the week visit or at least pass through. The data in this question is also affected by the geographical problem discussed above.

All in all there seems to emerge a rather clear core brand for Innerstan. It could be that of a bustling city centre with broad offering for everyone where people pass through or stay a while for shopping or food and coffee. After dark the area turns in to a rather fun nightlife location.

### 4.3 Haga

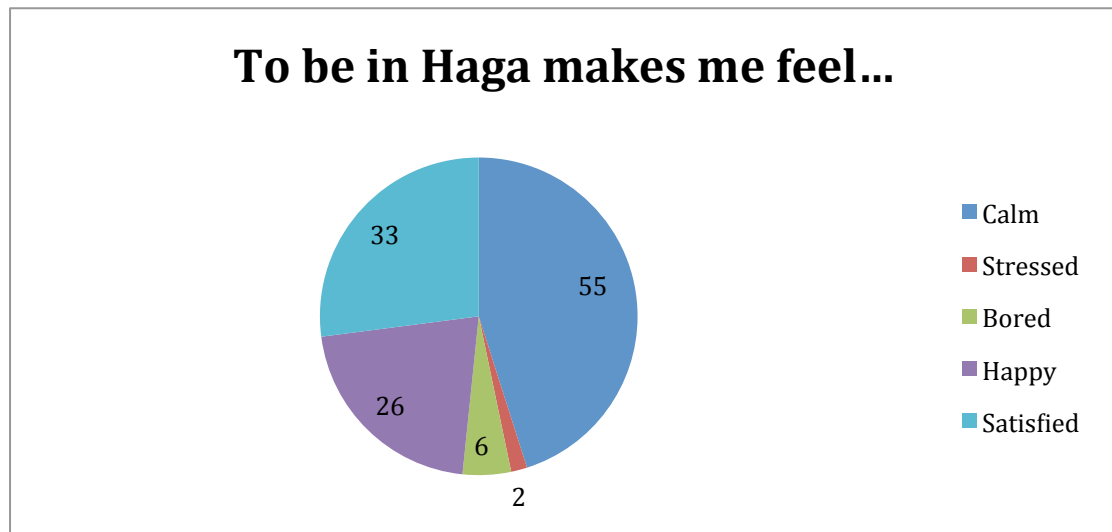


Figure 4.17 To be in Haga makes me feel...

When asked to describe the feeling of being in Haga, most of the respondents choose the word calm. Many also think that the best descriptors are calmeness and happiness.

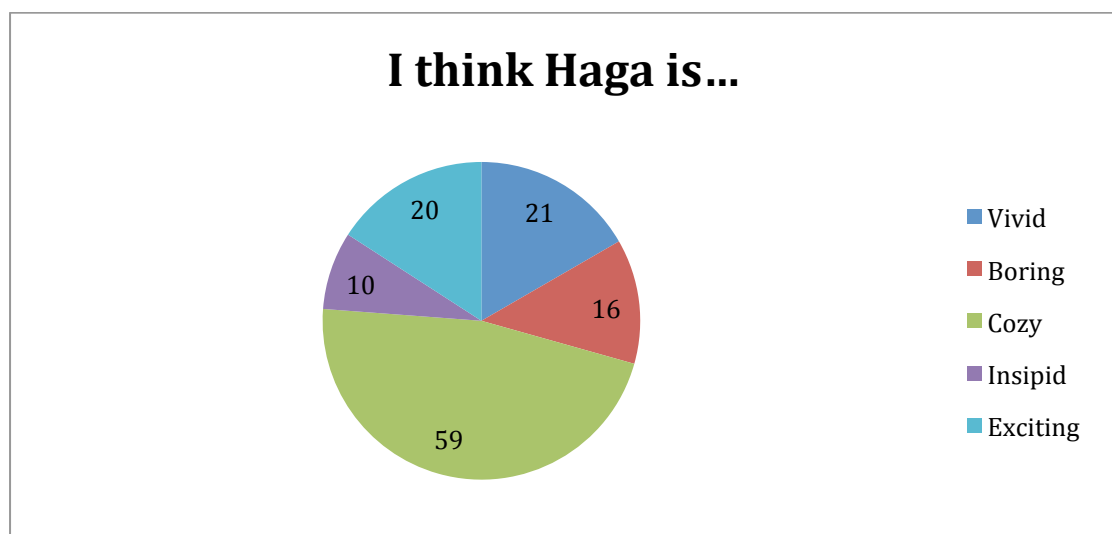


Figure 4.18 I think Haga is...

A great part of the respondents think of Haga as cozy. Between the other variables it was pretty even and vivid, exciting, boring and insipid were chosen in falling order.

### The environment and atmosphere in Haga feels...

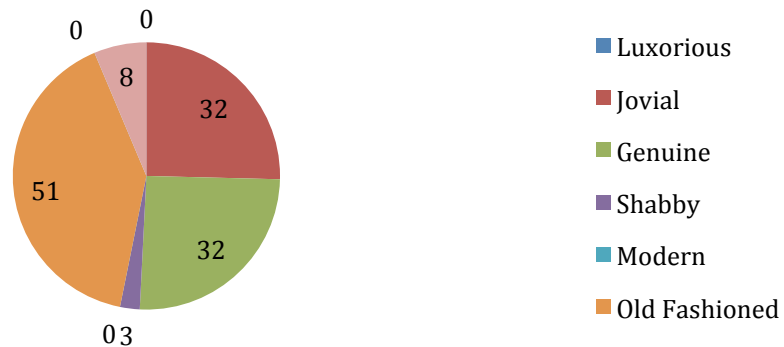


Figure 4.19 The environment and atmosphere in Haga feels...

When asked about the environment and atmosphere in Haga the most common words to describe it was old fashioned, jovial and genuine. These variables were followed in frequency by inviting and shabby.

### When I think of the typical resident in Haga, I think of...

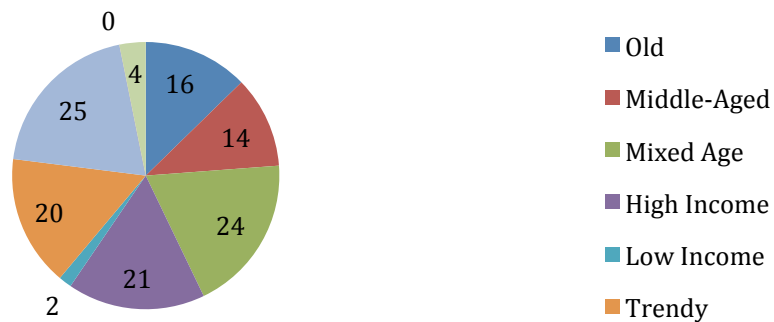


Figure 4.20 When I think of the typical resident in Haga, I think of...

Regarding the question about the residents of Haga the result of the questionnaire was very shattered. Almost every variable was represented in significant frequency. The most frequent answers though, were families and people with high income.

### When I think about the typical visitor in Haga, I think...

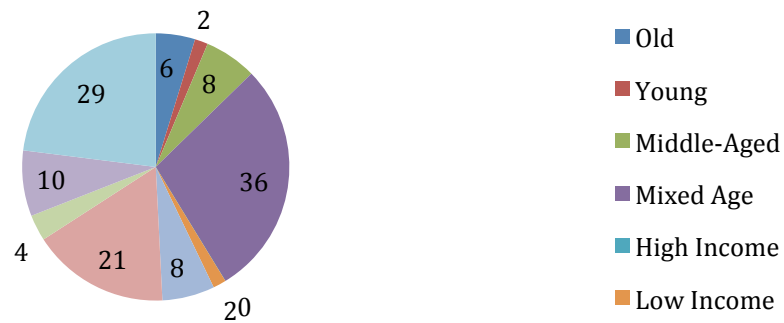


Figure 4.21 When I think of the typical visitor in Haga, I think of...

The result in this question was also a bit shattered. The most frequent answer was visitors of mixed age followed by tourists and thereafter families. A small yet somewhat significant amount of respondents associated Haga with student visitors as well.

### I associate Haga with...

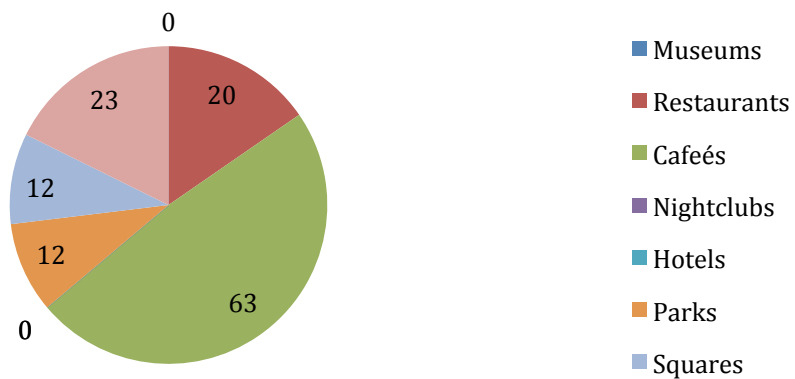


Figure 4.22 I associate Haga with...

Regarding what respondents primarily associate Haga with in terms of functional attributes the result is rather explicit. The most frequent answer was cafes followed by shopping and thereafter restaurants. A handful thought of parks and squares. The other variables were not present at all in the answers.

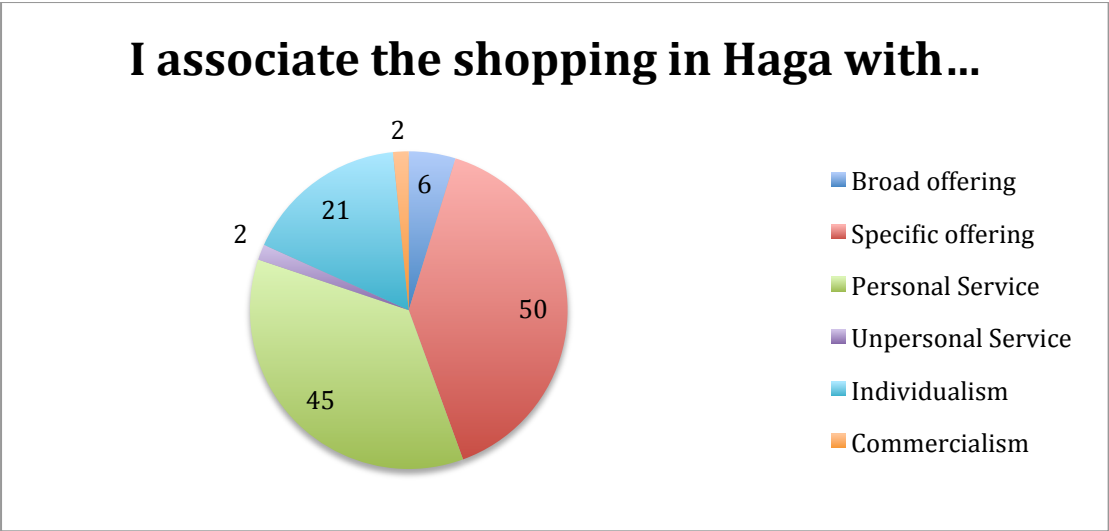


Figure 4.23 I associate the shopping in Haga with...

The shopping in Haga is mostly associated with specialized, narrow supply and personal service. The third most frequent answer was individualism. Very few associated Haga with the remaining three variables.

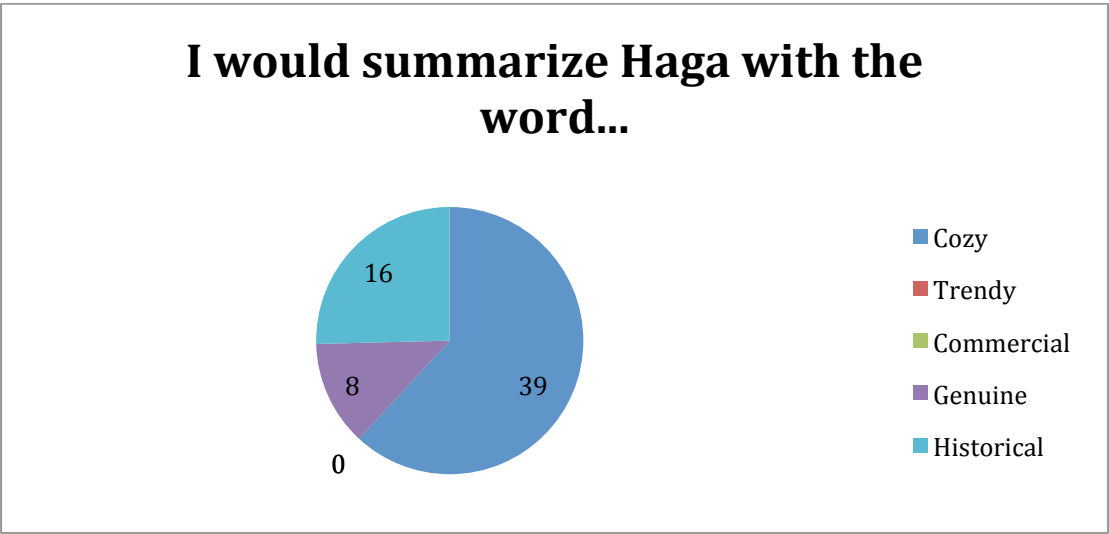


Figure 4.24 I would summarize Haga with the word...

The most frequent answer for summarization of Haga was cozy followed by historical and then genuine. These were the only variables that respondents chose.

#### 4.3.1 Analysis, Haga

The data shows that Haga is not a particularly prolific shopping area. However some Gothenburgers do primarily associate the area with shopping. When looking at the perceptions associated with the shopping in Haga one can clearly see that the Gothenburgers associate the neighbourhood with specific offering, personal service and individualism. This set of variables are strongly linked to each other, therefore it is no surprise they appear together. They form the profile of a small scale, individual shopping area frequented by all types of people looking for non-mainstream goods in a pleasant environment.

When looking at the overall data for Haga one thing is clear. The Gothenburg residents strongly associate Haga with the idea of a small scale, cozy and genuine neighbourhood. The most frequented and obvious variables are; calmness, cosiness, happiness, old fashioned, jovial, genuine, cafes and individualism.

Haga core brand values from the view of the Gothenburgers are pretty obvious. The Gothenburgers view Haga as a cosy neighbourhood where cafes and specialized, individual shopping and old architecture contribute to a pleasant atmosphere. Almost no one associate Haga with any of the negative variables. However a few actually considered Haga being shabby. This can maybe be explained by the fact that Haga not so long time ago was a working-class neighbourhood and a centre for Gothenburgs artsy bohemian community during the 70s (Wezäta 1982). These associations might still linger in the minds of the older generation. Compared to the other neighbourhoods Haga was the neighbourhood, which was strongest, associated with tourist as visitors. It is interesting that the most touristic neighbourhood has some of the best associations. Overall Haga has a strong and positive core brand identity and this core could arguably be a foundation for building and communicating a positive image of Haga.

#### 4.4 Nordstan

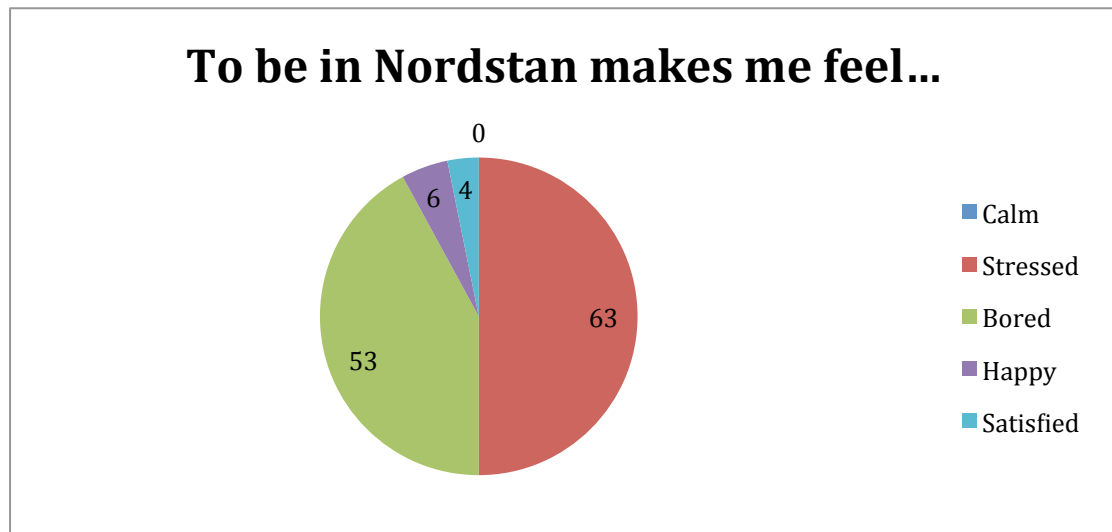


Figure 4.25 To be in Norstan makes me feel...

There were two answers alternatives that dominated this question. Namely feelings of stress and boredom.

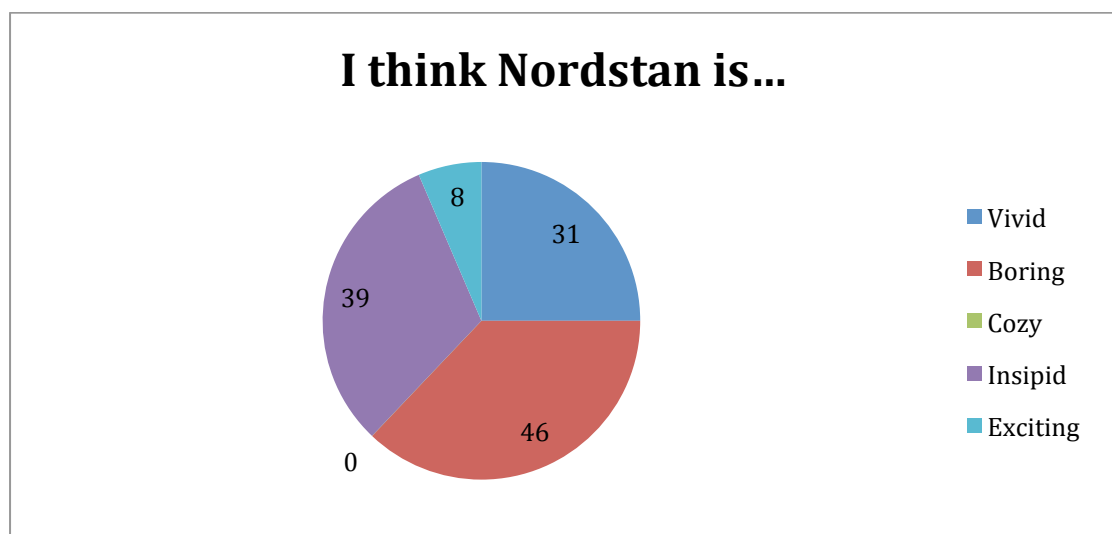


Figure 4.26 I think Nordstan is...

Regarding what the Gothenburgers think about Nordstan three answers made up a great majority. The answers are boredom, insipidness and vividness in falling order. Only a few respondents choose another answer, excitement.



### The environment and atmosphere in Nordstan feels...



Figure 4.27 The environment and atmosphere in Nordstan feels...

The two most frequent words to describe the environment and atmosphere in Nordstan were shabby and modern. The third most frequent answer was old fashioned. After these variables the answers were shattered and not of significant numbers.

### When I think of the typical visitor in Nordstan, I think of...

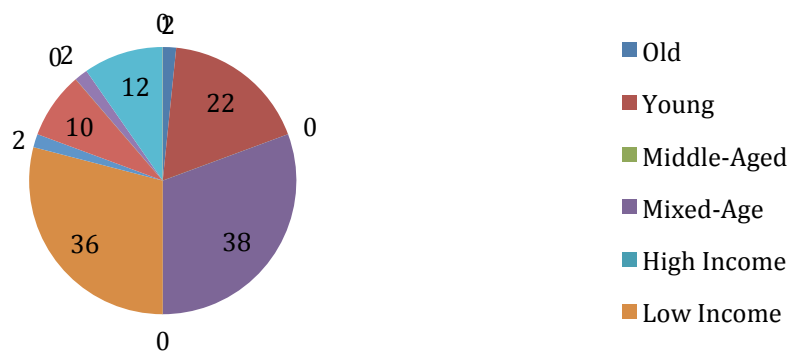


Figure 4.28 When I think of the typical visitor in Nordstan, I think of...

To describe the typical visitor in Nordstan three answers were more frequent than the others. These were mixed age, young and low income. The other answers were not close to be of the same frequency.

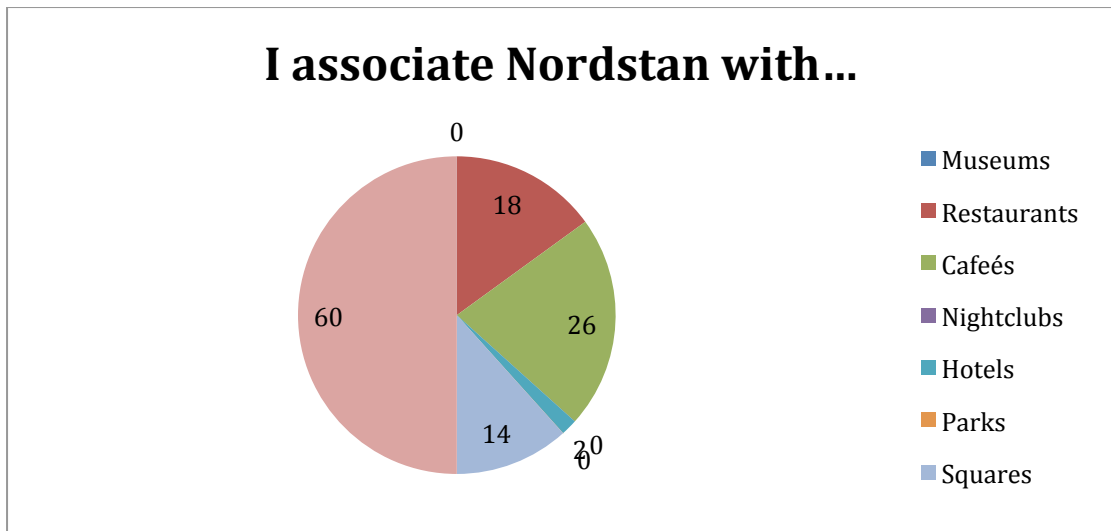


Figure 4.29 I associate Nordstan with...

By looking at the pie chart one can see that most of the Gothenburgers associate Nordstan with shopping. Apart from that it is cafes, restaurants and squares.

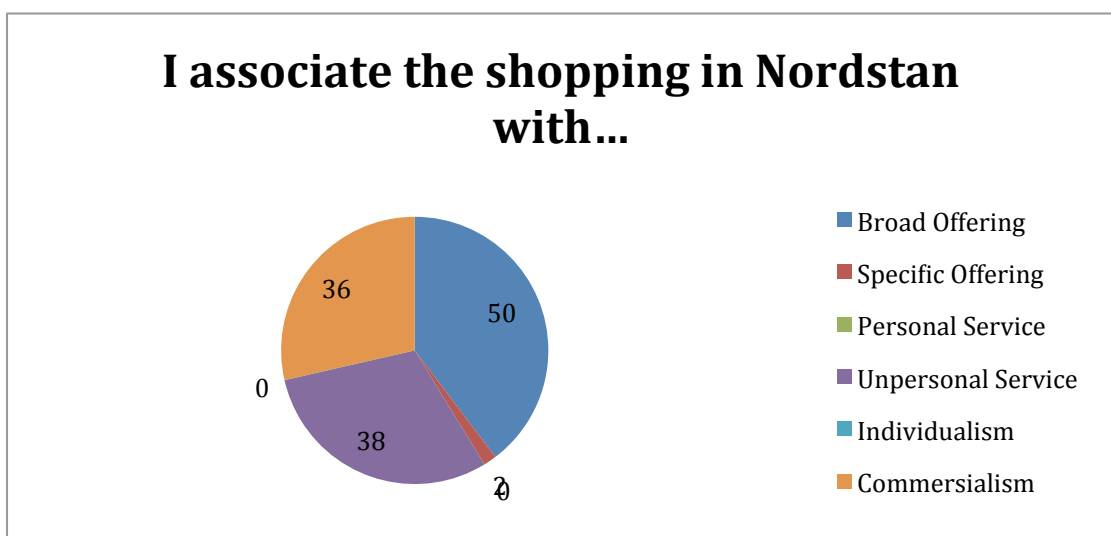


Figure 4.30 I associate the shopping in Nordstan with...

All the respondents apart from two associate the shopping with either broad offering, commercialism and un-personal service.

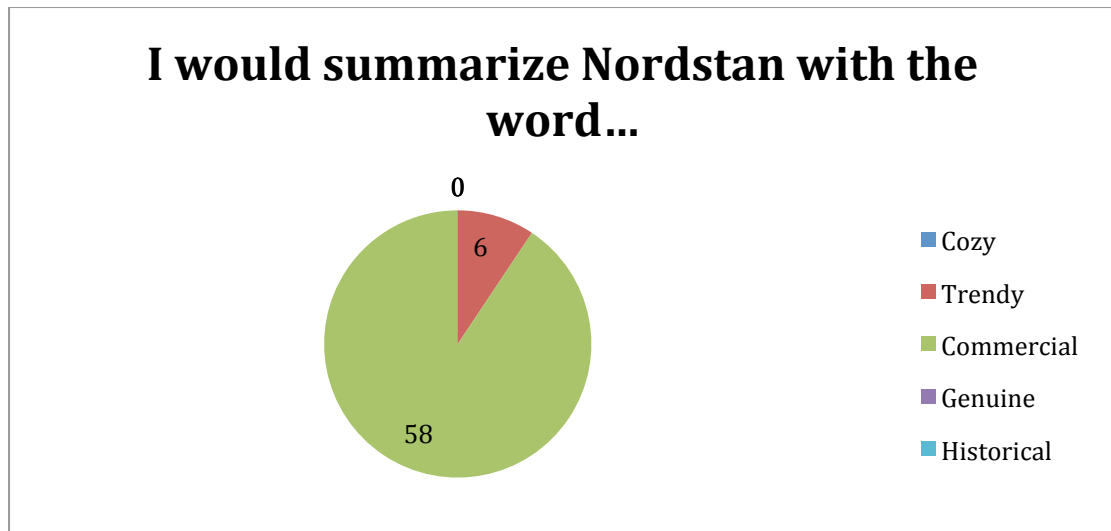


Figure 4.31 I would summarize Nordstan with the word...

All respondents except six choose the word commercialism to summarize Nordstan.

#### 4.4.1 Analysis, Nordstan

It is not a surprise that Nordstan is extremely strongly associated with shopping since it is a shopping centre. Given its nature nor is it a surprise that the Gothenburgers have very clear associations regarding the shopping in Nordstan.

Nordstan is perceived as a source of various goods of broad selection and supply. With this comes a perception of the service being somewhat un-personal and that the foundation of the whole area is commercialism. Naturally there seems to be a lack of individualism and personality regarding the shopping atmosphere in Nordstan.

It is evident that Nordstan evokes quite distinct associations among the Gothenburg residents. However, in contrary to for instance Linné these associations are not always positive. Many associate Nordstan with feeling stressed or bored and only a few stated that they had positive emotional associations to Nordstan. Consequently many also perceive the shopping-centre as boring and a bit dull and that there is a lack of something soulful although the area is lively with a steady flow of people.

As to the atmosphere many of the respondents seem to have a negative standpoint. Even though many perceive Nordstan as modern notably many on the contrary feel that the milieu is shabby and run down. Interestingly a handful describes the milieu as old fashioned and whether this is in a positive or negative way is difficult to analyse. However, since many stated run down as a descriptor old fashioned can probably be interpreted as a non attractive attribute for Nordstan . This contributes to a somewhat

shattered view of the atmosphere, on one hand modern but at the same time rundown and out-dated.

Interestingly many Gothenburgers seem to associate Nordstan with low-income shoppers of all ages. No other area is associated to such a strong degree with visitors of lower economic stature.

As mentioned earlier Nordstan is very strongly associated with shopping and this does not require further analysis. Interestingly however, many also associate Nordstan with cafes. The authors believe that the reason for this is that the respondents were forced to choose two alternatives. It is reasonable to believe that most Gothenburgers would rather have coffee and somewhere else, in an environment that does not cause stress and is not perceived as dull.

In conclusion Nordstan arguably has a rather weak core brand personality. Even though the Gothenburgers have rather strong associations regarding this shopping centre these are mainly of negative nature and as Hankinson explains the core brand must be extended to the stakeholders and cemented in the communication of the place. Obviously it is not wise to build strategies on a core brand that consist of negative attributes. Nordstan is a place that offers a broad selection of shopping that is perceived as very commercialized. There seems to be a lack of authenticity and the overall atmosphere is perceived in a somewhat negative way by the Gothenburgers. The physical environment, such as interior, exterior and architecture seems to contribute to the not so pleasant experience of Nordstan.

## 4.5 Avenyn

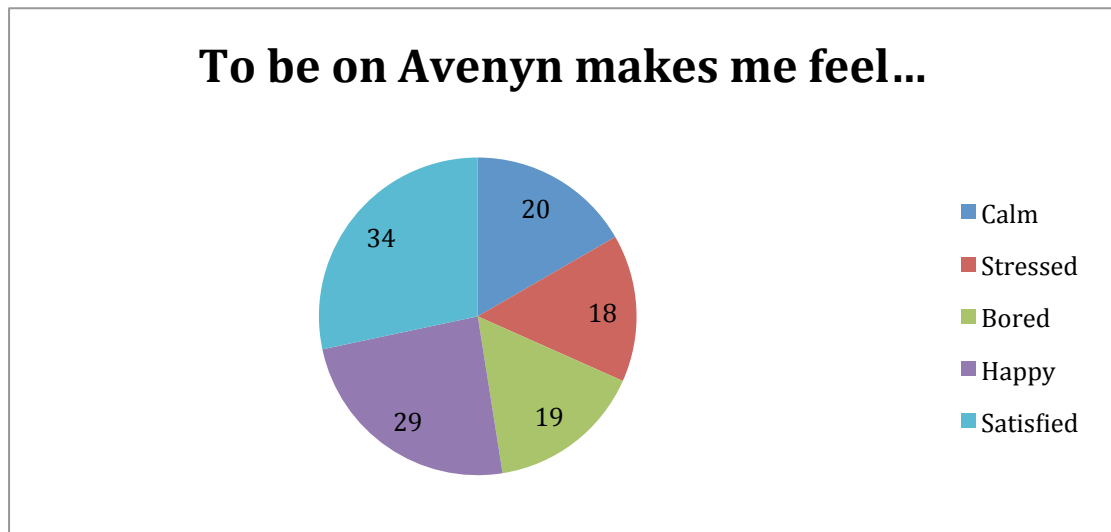


Figure 4.32 To be on Avenyn makes me feel...

The results are rather shattered for Avenyn. The most frequent answer is satisfied and is closely followed by happy. An almost equal amount of respondents answered that Avenyn makes them feel stressed, calm or bored.

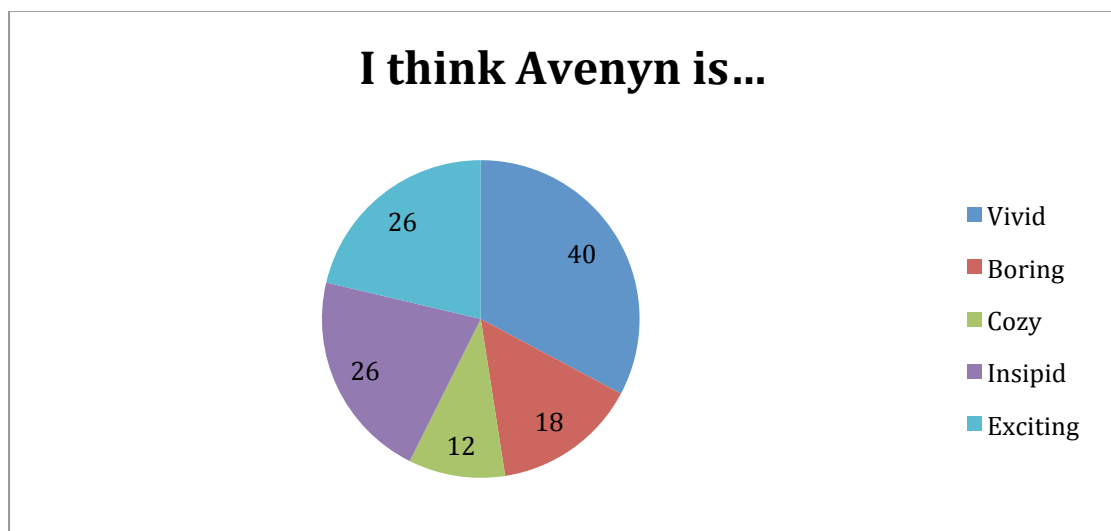


Figure 4.33 I think Avenyn is...

The most frequent answer regarding the respondents' perceptions of Avenyn is that of a vivid area. A rather large group thought of the neighbourhood as exciting however equally many thought of Avenyn as insipid. The fourth most frequent answer was boring and lastly a handful of people chose the label cozy.

### The environment and atmosphere on Avenyn feels...



Figure 4.34 The environment and atmosphere on Avenyn feels...

Regarding the overall atmosphere and milieu on Avenyn the answers are even more shattered. There is no alternative with a clearly higher frequency. However shabby was the most used word to describe Avenyn. Many also thought of the neighbourhood as old-fashioned. Another frequent label was on the contrary modern. Fresh and inviting was also used to some extent to describe the atmosphere. The least frequent labels were genuine, luxurious and jovial.

### When I think of the typical resident of Avenyn, I think of...

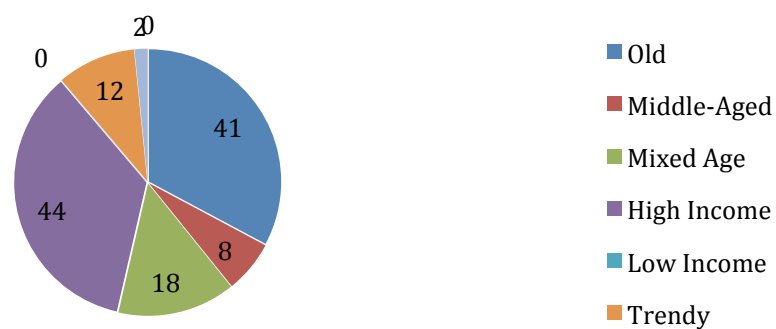


Figure 4.35 When I think of the typical resident on Avenyn, I think of...

The frequencies for typical residents on Avenyn show that the Gothenburgers have a pretty clear view in that matter. Most of the respondents associate the residents of

Avenyn with the variables old and high income. Some also choose mixed-age and trendy to describe the residents.

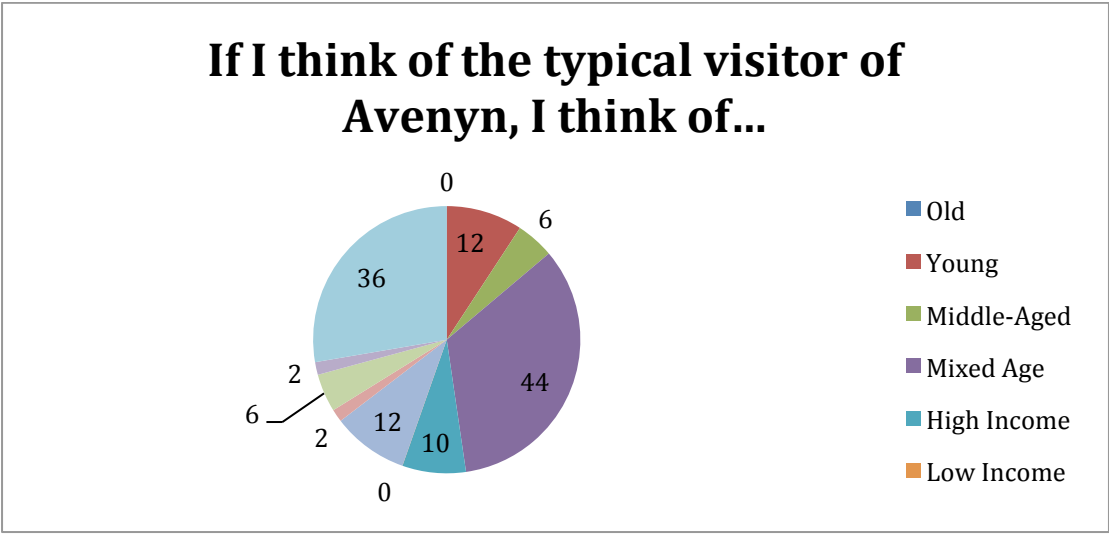


Figure 4.36 When I think of the typical visitor on Avenyn I think of...

The frequencies for typical visitors on Avenyn are also spread out between the alternatives. Mixed age and tourists are the most common answers. These are followed by young and thereafter trendy. Some respondents thought of the visitors as high-income takers. The other four variables were not observed in any significant frequencies.

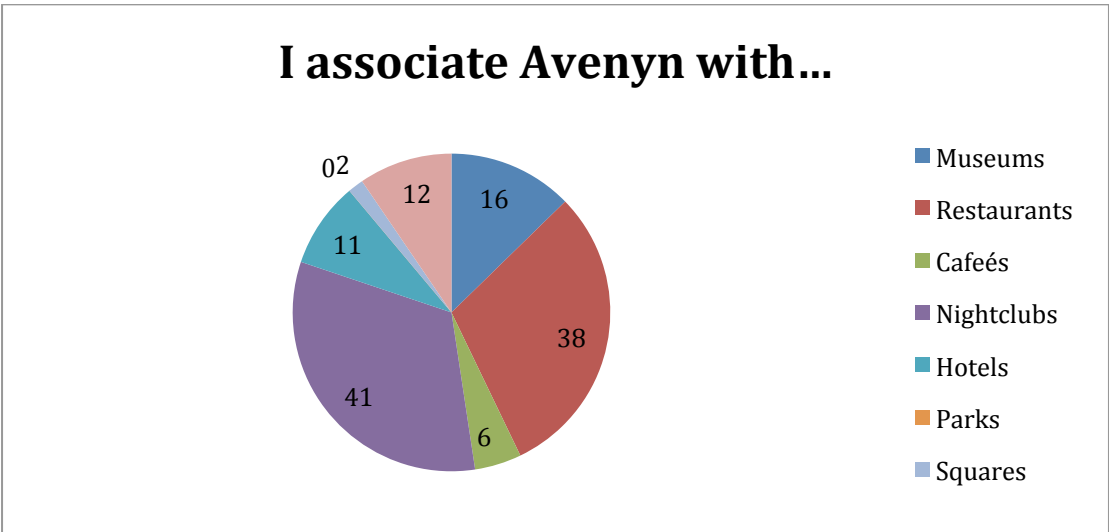


Figure 4.37 I associate Avenyn with...

The most frequent associations for the amusements on Avenyn were nightclubs and restaurants. Quite a few respondents thought of museums followed by shopping, hotels and cafes. The remaining alternatives were not chose in any significant frequencies.



Figure 4.38 I associate the shopping on Avenyn with...

The shopping on Avenyn was mainly associated with the label commercialism and then un-personal service closely followed by broad supply. A few respondents associated the shopping on Avenyn with individualism, specialized supply and personal service.

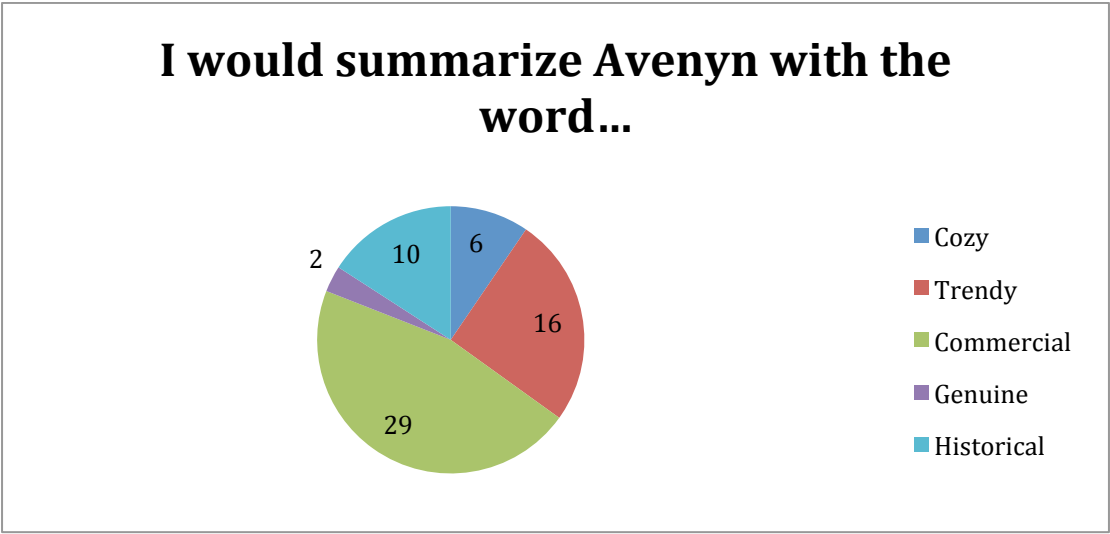


Figure 4.39 I would summarize Avenyn with the word...

When summarizing Avenyn with one word the most common description was commercial followed by trendy and thereafter historical. A handful thought of Avenyn as genuine and very few chose to summarize the neighbourhood with the word genuine.



#### 4.5.1 Analysis, Avenyn

In the minds of Gothenburgers Avenyn is not a prolific shopping area. Very few seem to primarily associate the neighbourhood with shopping. Furthermore the Gothenburg residents' perceptions of Avenyn seem to be slightly shattered. Many feel that the shopping supply is best described as broad and commercial. However a handful consider Avenyn to be a place for individualistic shopping with a personal service level.

Avenyn seems to have different meanings for many of the Gothenburg residents. Some see the area as interesting, lively and trendy. A place that makes them happy and excited. Others view Avenyn as dull, insipid and run down. Since Avenyn is one of the premier nightlife locations in Gothenburg many associate the area with nightclubs and these are probably the same people that find Avenyn inspiring and uplifting. A large portion of the respondents also think of restaurants, museums and tourists. Regarding the overall atmosphere of Avenyn the Gothenburg residents don't seem to be able to agree. Some find the area old fashioned and run down whilst others think that the neighbourhood is modern, fresh and attractive. Add to this that many would summarize Avenyn with the word commercial and the picture of the parade street becomes more vague.

In conclusion it is slightly difficult to construct a positive core brand identity of Avenyn. On one hand a buzzing nightlife area and on the other hand a quite insipid shopping and tourist street with some attractions. The residents seem to not be able to agree whether Avenyn is a modern and attractive street or if the neighbourhood is boring and in need of a make over. Altogether the image is a bit shattered but there are positive attributes that can function as foundation for developing the core brand personality.

## 5 Conclusion

*This section directly addresses the research questions and seeks to answer them as clearly as possible. The conclusion also aims at summarizing and clarifying the findings of this study emerging from the analysis of the collected data. Lastly suggestions for further research within the field are discussed.*

### **What is the view on the shopping in the neighborhoods from a resident point of view?**

Firstly this research shows that the Gothenburg residents seem to have quite clear views on the shopping in the five neighborhoods. Two of them are without doubt thought of in positive terms and the remaining three are viewed in somewhat negative terms. Haga and Linné are clearly viewed as distinctly positive. Even though the areas are not primarily associated with shopping the shopping supply is described as individualistic and the service level is described as personal. Innerstan, Nordstan and Avenyn are on the contrary generally perceived as commercialistic areas, with wide selection of products and a lack of personal service. Both Innerstan and Nordstan are strongly associated with shopping whereas Gothenburgers have shattered perceptions of Avenyn in this matter.

### **What brand identities can be created for the different neighborhoods?**

Secondly it is indeed possible to create distinguished core brand identities for these neighborhoods based on the perceptions of residents. As is the case with the shopping, the core brands of Haga and Linné are derived from thoroughly positive perceptions. Linné can be summarized with a core brand identity that revolves around coziness, trendiness, a relaxed atmosphere and an overall pleasant vibe. The core brand for Haga is constructed around more or less the same associations with the cozy atmosphere and architecture being the foundation together with small scale shopping and cafés. The core brand identity for Innerstan is derived from the residents' associations of liveliness and a broad selection of amusements stretching from shopping and cafés to nightclubs. So far it is evident that these three neighborhoods have distinctly positive core brands which can probably be extended to all stakeholders and communicated in branding campaigns with the full support of Gothenburg residents. As for Nordstan the core brand identity is definitely revolving

around shopping, and broad selection of all kinds of products. However, many Gothenburgers are negative towards Nordstan and feel that the area is stressful, that the atmosphere is unpleasant and that the shopping center is run down. This clearly inhibits the creation of a strong and positive core brand identity. Avenyn is battling the same problem as Nordstan. Some Gothenburgers seem to have negative associations, based on the view that Avenyn is a run down, and dull tourist trap. On the other hand many Gothenburgers view Avenyn as a lively and exciting nightlife location. This can definitely serve as a positive base for a core brand identity creation. However, the image of a tourist attraction can also be used to build a core brand but if so, the residents perception of Avenyn as dull and run down has to be changed.

### **5.1 Further research**

This study has contributed to the scientific field of place marketing by practically applying theories of place brand components in field research and by using the results to extract place brand identities for individual neighbourhoods.

However, the authors of this paper believe that by using a different research method, such as qualitative interviews, the results might turn out more informative and could enable deeper analysis and conclusions.

Furthermore the authors of this paper suggest that future research could be aimed at creating an aggregated core brand identity for the whole city of Gothenburg.

Another interesting topic that might be of special interest for Göteborg & Co could be to investigate how tourists and other visitors perceive the Gothenburg residents and how this might influence the overall experience of Gothenburg as a destination.

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## Appendix

### Enkätundersökning – Göteborgarnas uppfattningar om sin egen stad

Linné

#### Upplevelseattribut

Att vistas i Linné får mig att känna mig... (Välj 2 alternativ)

- ☐ Lugn
- ☐ Stressad
- ☐ Uttråkad
- ☐ Glad
- ☐ Tillfreds

Jag tycker att Linné är... (Välj 2 alternativ)

- ☐ Livligt
- ☐ Tråkigt
- ☐ Mysigt
- ☐ Intetsägande
- ☐ Spännande

Miljön och atmosfären i Linné känns... (Välj 2 alternativ)

- ☐ Lyxig
- ☐ Gemytlig
- ☐ Genuin
- ☐ Nedgången
- ☐ Modern
- ☐ Gammaldags
- ☐ Fräsch
- ☐ Inbjudande

#### Symboliska attribut

När jag tänker på de boende i Linné får jag dessa associationer... (Välj 2 alternativ)

- ☐ Gamla
- ☐ Medelålders
- ☐ Blandad ålder
- ☐ Höginkomsttagare
- ☐ Låginkomsttagare
- ☐ Trendiga
- ☐ Familjer
- ☐ Studenter
- ☐ Singlar

Jag uppfattar att den/de typiska besökaren/arna i Linné är... (Välj 2 alternativ)

- ☐ Gamla
- ☐ Unga
- ☐ Medelålders
- ☐ Blandad ålder
- ☐ Höginkomsttagare
- ☐ Låginkomsttagare
- ☐ Trendiga
- ☐ Familjer
- ☐ Singlar
- ☐ Studenter
- ☐ Turister

Funktionella attribut

Jag associerar Linné med... (Välj 2 alternativ)

- ☐ Museum
- ☐ Restauranger
- ☐ Cafeer
- ☐ Nattklubbar
- ☐ Hotell
- ☐ Parker
- ☐ Torg
- ☐ Shopping

Jag associerar shoppingen i Linné med... (Välj 2 alternativ)

- ☐ Brett utbud
- ☐ Specialiserat utbud
- ☐ Personlig service
- ☐ Opersonlig service
- ☐ Individualism
- ☐ Kommersialism

Om du skulle sammanfatta din uppfattning av Linné med ett uttryck, vad stämmer bäst in? (Välj 1 alternativ)

- ☐ Mysigt
- ☐ Trendigt
- ☐ Kommersiellt
- ☐ Genuint
- ☐ Historiskt

## Innerstan

### Upplevelseattribut

Att vistas i Innerstan får mig att känna mig... (Välj 2 alternativ)

- ☐ Lugn
- ☐ Stressad
- ☐ Uttråkad
- ☐ Glad
- ☐ Tillfreds

Jag tycker att Innerstan är... (Välj 2 alternativ)

- ☐ Livligt
- ☐ Tråkigt
- ☐ Mysigt
- ☐ Intetsägande
- ☐ Spännande

Miljön och atmosfären i Innerstan känns... (Välj 2 alternativ)

- ☐ Lyxig
- ☐ Gemytlig
- ☐ Genuin
- ☐ Nedgången
- ☐ Modern
- ☐ Gammaldags
- ☐ Fräsch
- ☐ Inbjudande

### Symboliska attribut

När jag tänker på de boende i Innerstan får jag dessa associationer... (Välj 2 alternativ)

- ☐ Gamla
- ☐ Medelålders
- ☐ Blandad ålder
- ☐ Höginkomsttagare
- ☐ Låginkomsttagare
- ☐ Trendiga
- ☐ Familjer
- ☐ Studenter
- ☐ Singlar



Jag uppfattar att den/de typiska besökaren/arna i Innerstan är... (Välj 2 alternativ)

- ☐ Gamla
- ☐ Unga
- ☐ Medelålders
- ☐ Blandad ålder
- ☐ Höginkomsttagare
- ☐ Låginkomsttagare
- ☐ Trendiga
- ☐ Familjer
- ☐ Singlar
- ☐ Studenter
- ☐ Turister

Funktionella attribut

Jag associerar Innerstan med... (Välj 2 alternativ)

- ☐ Museum
- ☐ Restauranger
- ☐ Cafeer
- ☐ Nattklubbar
- ☐ Hotell
- ☐ Parker
- ☐ Torg
- ☐ Shopping

Jag associerar shoppingen i Innerstan med... (Välj 2 alternativ)

- ☐ Brett utbud
- ☐ Specialiserat utbud
- ☐ Personlig service
- ☐ Opersonlig service
- ☐ Individualism
- ☐ Kommersialism

Om du skulle sammanfatta din uppfattning av Innerstan med ett uttryck, vad stämmer bäst in? (Välj 1 alternativ)

- ☐ Mysigt
- ☐ Trendigt
- ☐ Kommersiellt
- ☐ Genuint
- ☐ Historiskt

## Haga

### Upplevelseattribut

Att vistas i Haga får mig att känna mig... (Välj 2 alternativ)

- ☐ Lugn
- ☐ Stressad
- ☐ Uttråkad
- ☐ Glad
- ☐ Tillfreds

Jag tycker att Haga är... (Välj 2 alternativ)

- ☐ Livligt
- ☐ Tråkigt
- ☐ Mysigt
- ☐ Intetsägande
- ☐ Spännande

Miljön och atmosfären i Haga känns... (Välj 2 alternativ)

- ☐ Lyxig
- ☐ Gemytlig
- ☐ Genuin
- ☐ Nedgången
- ☐ Modern
- ☐ Gammaldags
- ☐ Fräsch
- ☐ Inbjudande

### Symboliska attribut

När jag tänker på de boende i Haga får jag dessa associationer... (Välj 2 alternativ)

- ☐ Gamla
- ☐ Medelålders
- ☐ Blandad ålder
- ☐ Höginkomsttagare
- ☐ Låginkomsttagare
- ☐ Trendiga
- ☐ Familjer
- ☐ Studenter
- ☐ Singlar

Jag uppfattar att den/de typiska besökaren/arna i Haga är... (Välj 2 alternativ)

- ☐ Gamla
- ☐ Unga
- ☐ Medelålders
- ☐ Blandad ålder
- ☐ Höginkomsttagare
- ☐ Låginkomsttagare
- ☐ Trendiga
- ☐ Familjer
- ☐ Singlar
- ☐ Studenter
- ☐ Turister

Funktionella attribut

Jag associerar Haga med... (Välj 2 alternativ)

- ☐ Museum
- ☐ Restauranger
- ☐ Cafeer
- ☐ Nattklubbar
- ☐ Hotell
- ☐ Parker
- ☐ Torg
- ☐ Shopping

Jag associerar shoppingen i Haga med... (Välj 2 alternativ)

- ☐ Brett utbud
- ☐ Specialiserat utbud
- ☐ Personlig service
- ☐ Opersonlig service
- ☐ Individualism
- ☐ Kommersialism

Om du skulle sammanfatta din uppfattning av Haga med ett uttryck, vad stämmer bäst in? (Välj 1 alternativ)

- ☐ Mysigt
- ☐ Trendigt
- ☐ Kommersiellt
- ☐ Genuint
- ☐ Historiskt

## Nordstan

### Upplevelseattribut

Att vistas i Nordstan får mig att känna mig... (Välj 2 alternativ)

- ☐ Lugn
- ☐ Stressad
- ☐ Uttråkad
- ☐ Glad
- ☐ Tillfreds

Jag tycker att Nordstan är... (Välj 2 alternativ)

- ☐ Livligt
- ☐ Tråkigt
- ☐ Mysigt
- ☐ Intetsägande
- ☐ Spännande

Miljön och atmosfären i Nordstan känns... (Välj 2 alternativ)

- ☐ Lyxig
- ☐ Gemytlig
- ☐ Genuin
- ☐ Nedgången
- ☐ Modern
- ☐ Gammaldags
- ☐ Fräsch
- ☐ Inbjudande

### Symboliska attribut

Jag uppfattar att den/de typiska besökaren/arna i Nordstan är... (Välj 2 alternativ)

- ☐ Gamla
- ☐ Unga
- ☐ Medelålders
- ☐ Blandad ålder
- ☐ Höginkomsttagare
- ☐ Låginkomsttagare
- ☐ Trendiga
- ☐ Familjer
- ☐ Singlar
- ☐ Studenter
- ☐ Turister

### Funktionella attrbiut

Jag associerar Nordstan med... (Välj 2 alternativ)

- ☐ Museum
- ☐ Restauranger
- ☐ Cafeer
- ☐ Nattklubbar
- ☐ Hotell
- ☐ Parker
- ☐ Torg
- ☐ Shopping

Jag associerar shoppingen i Nordstan med... (Välj 2 alternativ)

- ☐ Brett utbud
- ☐ Specialiserat utbud
- ☐ Personlig service
- ☐ Opersonlig service
- ☐ Individualism
- ☐ Kommersialism

Om du skulle sammanfatta din uppfattning av Nordstan med ett uttryck, vad stämmer bäst in? (Välj 1 alternativ)

- ☐ Mysigt
- ☐ Trendigt
- ☐ Kommersiellt
- ☐ Genuint
- ☐ Historiskt

### Kungsportsavenyn

#### Upplevelseattribut

Att vistas på Avenyn får mig att känna mig... (Välj 2 alternativ)

- ☐ Lugn
- ☐ Stressad
- ☐ Uttråkad
- ☐ Glad
- ☐ Tillfreds

Jag tycker att Avenyn är... (Välj 2 alternativ)

- ☐ Livligt
- ☐ Tråkigt
- ☐ Mysigt
- ☐ Intetsägande
- ☐ Spännande

Miljön och atmosfären på Avenyn känns... (Välj 2 alternativ)

- ☐ Lyxig
- ☐ Gemytlig
- ☐ Genuin
- ☐ Nedgången
- ☐ Modern
- ☐ Gammaldags
- ☐ Fräsch
- ☐ Inbjudande

Symboliska attribut

Jag uppfattar att den/de typiska besökaren/arna på Avenyn är... (Välj 2 alternativ)

- ☐ Gamla
- ☐ Unga
- ☐ Medelålders
- ☐ Blandad ålder
- ☐ Höginkomsttagare
- ☐ Låginkomsttagare
- ☐ Trendiga
- ☐ Familjer
- ☐ Singlar
- ☐ Studenter
- ☐ Turister

Funktionella attribut

Jag associerar Avenyn med... (Välj 2 alternativ)

- ☐ Museum
- ☐ Restauranger
- ☐ Cafeer
- ☐ Nattklubbar
- ☐ Hotell
- ☐ Parker
- ☐ Torg

☐ Shopping

Jag associerar shoppingen på Avenyn med... (Välj 2 alternativ)

- ☐ Brett utbud
- ☐ Specialiserat utbud
- ☐ Personlig service
- ☐ Opersonlig service
- ☐ Individualism
- ☐ Kommersialism

Om du skulle sammanfatta din uppfattning av Avenyn med ett uttryck, vad stämmer bäst in? (Välj 1 alternativ)

- ☐ Mysigt
- ☐ Trendigt
- ☐ Kommersiellt
- ☐ Genuint
- ☐ Historiskt